

**Daly City**

# **Sullivan Corridor Specific Plan**

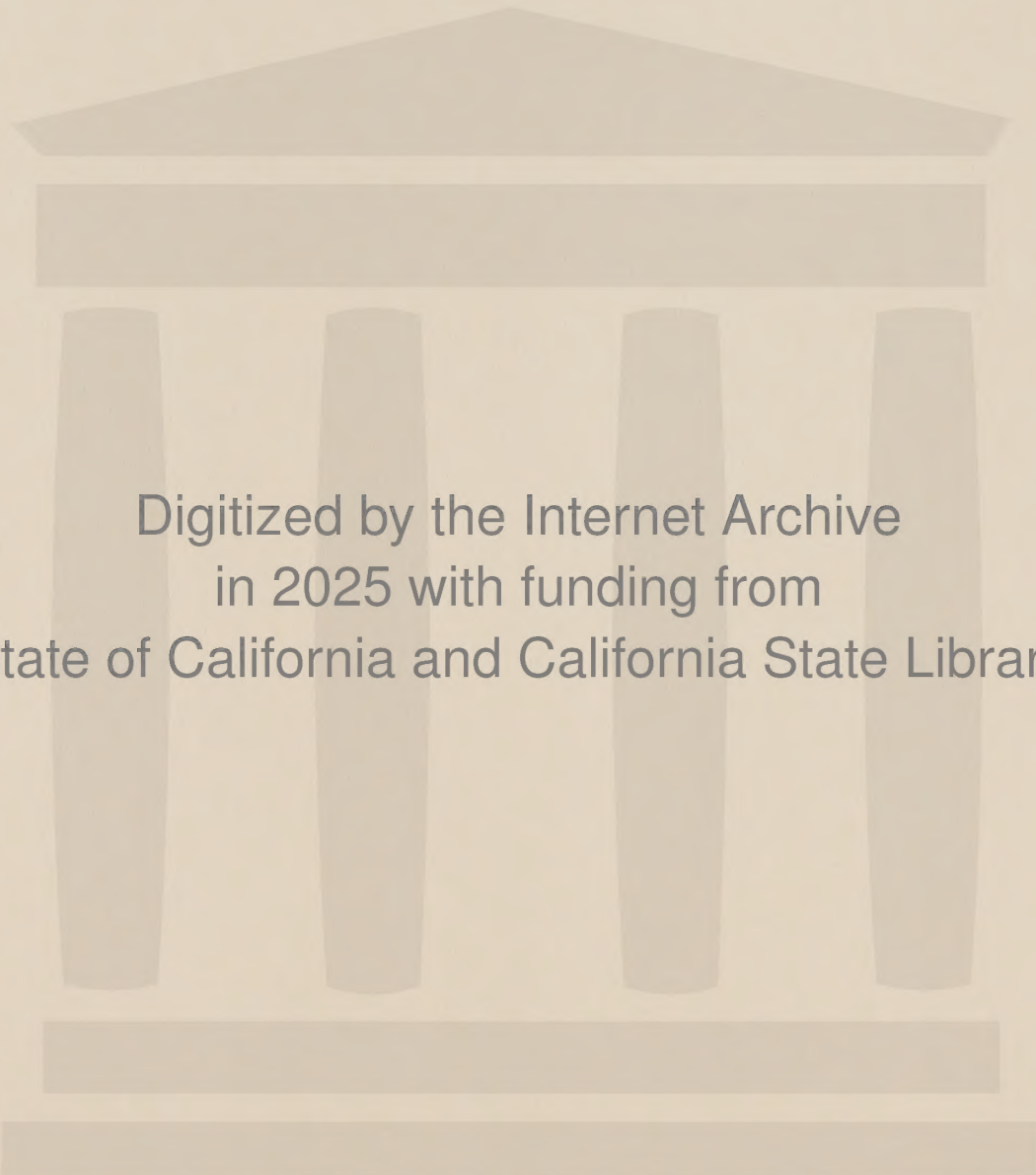


October  
1998

INSTITUTE OF GOVERNMENT  
STUDIES LIBRARY  
NOV 26 2000

UNIVERSITY OF CALIFORNIA

Prepared By  
**CANNON DESIGN GROUP**  
Economic Research Associates  
Omni-Means



Digitized by the Internet Archive  
in 2025 with funding from  
State of California and California State Library

<https://archive.org/details/C101692937>



## TABLE OF CONTENTS

### SECTION 1: INTRODUCTION

A. Background .....	1
B. Specific Plan Area and Jurisdictions .....	2
C. Statutory Authority .....	4
D. Relationship to the General Plan .....	4

### SECTION 2: CONCEPT PLAN

A. Background .....	5
B. Planning Sub-Areas .....	6
C. Concept Plan Description .....	7

### SECTION 3: LAND USE

A. Background .....	15
B. Land Use Goals, Objectives and Policies .....	15
C. Land Use Designations .....	19

### SECTION 4: URBAN DESIGN

A. Background .....	29
B. Urban Design Concepts .....	29
C. Urban Design Policies .....	36
D. Public Sector Improvements .....	41
E. Design Guidelines .....	48

### SECTION 5: TRANSPORTATION

A. Background .....	55
B. Circulation Goals and Objectives .....	55
C. Circulation Plan .....	57
D. Transit .....	70
E. Bicycle and Pedestrian Circulation .....	72
F. Parking .....	73

### SECTION 6: INFRASTRUCTURE

A. Background .....	75
B. Infrastructure Goals and Objectives .....	75
C. Infrastructure Improvements .....	76
D. Storm Drain Systeem .....	80

### SECTION 7: IMPLEMENTATION

A. Background .....	81
B. Implementation Goals and Objectives .....	81
C. Implementation Tasks .....	82

APPENDIX A: Daly City Off-Street Parking Requirements .....	93
---	----



## LIST OF FIGURES

Figure 1:	Specific Plan Area .....	2
Figure 2:	Unincorporated Areas .....	3
Figure 3:	Planning Sub-Areas .....	6
Figure 4:	Major Land Use Concepts .....	7
Figure 5:	Illustrative Concept Plan .....	13
Figure 6:	Land Use Designations .....	19
Figure 7:	Urban Design Concepts .....	29
Figure 8:	Civic Center Plaza .....	30
Figure 9:	Event Center .....	30
Figure 10:	Street Tree Planting .....	31
Figure 11:	I-280 Entry .....	32
Figure 12:	I-280/Junipero Serra Blvd. Edge .....	33
Figure 13:	Entry Intersection .....	34
Figure 14:	Street Trees and Pedestrian Lighting .....	35
Figure 15:	Civic Center Urban Design .....	37
Figure 16:	Public Sector Improvements .....	41
Figure 17:	Sullivan Avenue Concept Section .....	42
Figure 18:	City Entry Diagram .....	43
Figure 19:	Corridor Entries Diagram .....	43
Figure 20:	Civic Center Plaza Diagram .....	44
Figure 21:	Civic Center Streetscape .....	45
Figure 22:	Mixed-Use Streetscape .....	45
Figure 23:	I-280 Edge Improvements .....	46
Figure 24:	Event Center .....	47
Figure 25:	Existing Street System .....	57
Figure 26:	Existing Intersection Volumes A.M. and (P.M.) Peak Hour .....	59
Figure 27:	Planned Circulation Improvements .....	61
Figure 28:	Existing + 2010 Future Base P.M. Peak Hour Intersection Volumes .....	64
Figure 29:	Existing + 2010 Future Base + Specific Plan P.M. Peak Hour Intersection Volumes ....	67
Figure 30:	Sullivan Avenue Improvements .....	69
Figure 31:	Transit Route Map .....	71
Figure 32:	Water Service Distribution Area Map .....	76
Figure 33:	Daly City Water Master Plan Existing Fire Flow Requirements .....	77
Figure 34:	Daly City Water Master Plan Distribution System Improvements .....	78

## SECTION 1: INTRODUCTION

### 1.1 BACKGROUND

The purpose of this report is to provide a comprehensive overview of the project and its objectives. The project is a multi-phase initiative aimed at improving the efficiency and effectiveness of the organization's operations. The first phase involves a thorough analysis of the current state of affairs, followed by the implementation of various improvements. The second phase focuses on the development and testing of new processes and systems. The final phase involves the evaluation and refinement of the implemented changes.

The project is being undertaken in response to the growing need for more efficient and effective operations. The organization has identified several key areas for improvement, including the reduction of waste, the improvement of customer service, and the enhancement of internal communication. The project is expected to result in significant cost savings and improved customer satisfaction.

The project is being managed by a dedicated team of professionals with extensive experience in project management and process improvement. The team is working closely with the organization's leadership to ensure that the project is aligned with the organization's overall strategy and goals.

The project is being implemented in a phased manner, allowing for the gradual introduction of changes and the monitoring of their impact. This approach minimizes the risk of disruption to the organization's operations and allows for the timely adjustment of the project plan as needed.

The project is being funded by the organization's management, who recognize the importance of this initiative for the long-term success of the organization. The project is expected to be completed within the specified timeline and budget.

The project is being documented throughout its lifecycle, ensuring that all activities, decisions, and results are properly recorded. This documentation will serve as a valuable resource for the organization and will be used to evaluate the project's overall impact.

The project is being communicated to all relevant stakeholders, ensuring that they are kept informed of the project's progress and are able to provide input and feedback as needed. This communication is essential for the success of the project and for the organization's overall performance.

The project is being evaluated regularly to ensure that it is on track and that the organization is achieving its desired outcomes. The evaluation will be based on a variety of factors, including the project's progress, the organization's performance, and the feedback from stakeholders.

The project is being implemented in a transparent and accountable manner, ensuring that all activities are properly documented and that the organization is held accountable for its actions. This transparency and accountability are essential for the success of the project and for the organization's overall performance.

The project is being implemented in a collaborative and inclusive manner, ensuring that all relevant stakeholders are involved in the process and that their input and feedback are valued. This collaborative and inclusive approach is essential for the success of the project and for the organization's overall performance.

The project is being implemented in a flexible and adaptable manner, allowing for the timely adjustment of the project plan as needed. This flexibility and adaptability are essential for the success of the project and for the organization's overall performance.

The project is being implemented in a sustainable manner, ensuring that the organization is able to maintain the improvements and that the project's benefits are realized in the long term. This sustainability is essential for the success of the project and for the organization's overall performance.

The project is being implemented in a responsible manner, ensuring that the organization is acting in the best interests of all stakeholders and that it is complying with all relevant laws and regulations. This responsibility is essential for the success of the project and for the organization's overall performance.

# Section 1 Introduction



## SECTION 1: INTRODUCTION

### A. BACKGROUND

The need for preparing a comprehensive plan for the Sullivan Corridor, including expansion of the Civic Center and revitalization of commercial areas, has been discussed for many years. However, the lack of both government and private development activity reduced the urgency of planning efforts. Recent new commercial development and proposals, building of the North County Health Center, and completion of the Colma BART Station only a short distance away, have given impetus to planning for the area. With the re-establishment of market demand for both commercial development and government offices and facilities, preparation of a Specific Plan is timely.

This Specific Plan was developed in three phases over a one year period by City staff and professional planning consultants working closely with a City Council-appointed Citizen's Advisory Committee. The three phases were as follows:

**Phase 1: Development Potentials Evaluation**

*Current physical conditions were documented; traffic and circulation opportunities and constraints were identified; market potentials for future development were evaluated; and alternative approaches to future change were outlined.*

**Phase 2: Alternative Plans Evaluation**

*Three Alternative Concept Plans were formulated and tested with respect to market potentials, traffic impacts, public costs and revenues, urban design potentials and general feasibility. A recommended land use and urban design concept was fashioned from the Alternatives and adopted by the Citizen's Advisory Committee.*

**Phase 3: Draft Specific Plan**

*Land use, urban design, circulation, infrastructure and implementation policies, programs and guidelines were formulated for adoption and use in guiding future development within the Sullivan Corridor Specific Plan Area.*

The intent of the Sullivan Corridor Specific Plan is to:

- **Articulate a comprehensive concept for the area as a significant activity center**
- **Set forth goals and policies for development within the Area**
- **Establish development standards and design guidelines to direct and control future construction**
- **Identify circulation and infrastructure improvements to support new development**
- **Establish strategies and programs to encourage a public/private partnership in the implementation of the Plan over a period of fifteen to twenty years.**



## B. SPECIFIC PLAN AREA AND JURISDICTIONS

The Sullivan Corridor Specific Plan boundaries are shown in Figure 1.

In addition to areas within Daly City, three unincorporated areas which are integral to the Specific Plan Area and within the City's Sphere of Influence as established by the Local Agency Formation Council (LAFCO) are included and shown in Figure 2. While existing uses in these unincorporated areas may remain as they are today, future change and development of individual properties within these areas will be expected to comply with the provisions of this Specific Plan document.

The total land area within the Specific Plan boundaries is approximately 199.3 acres.

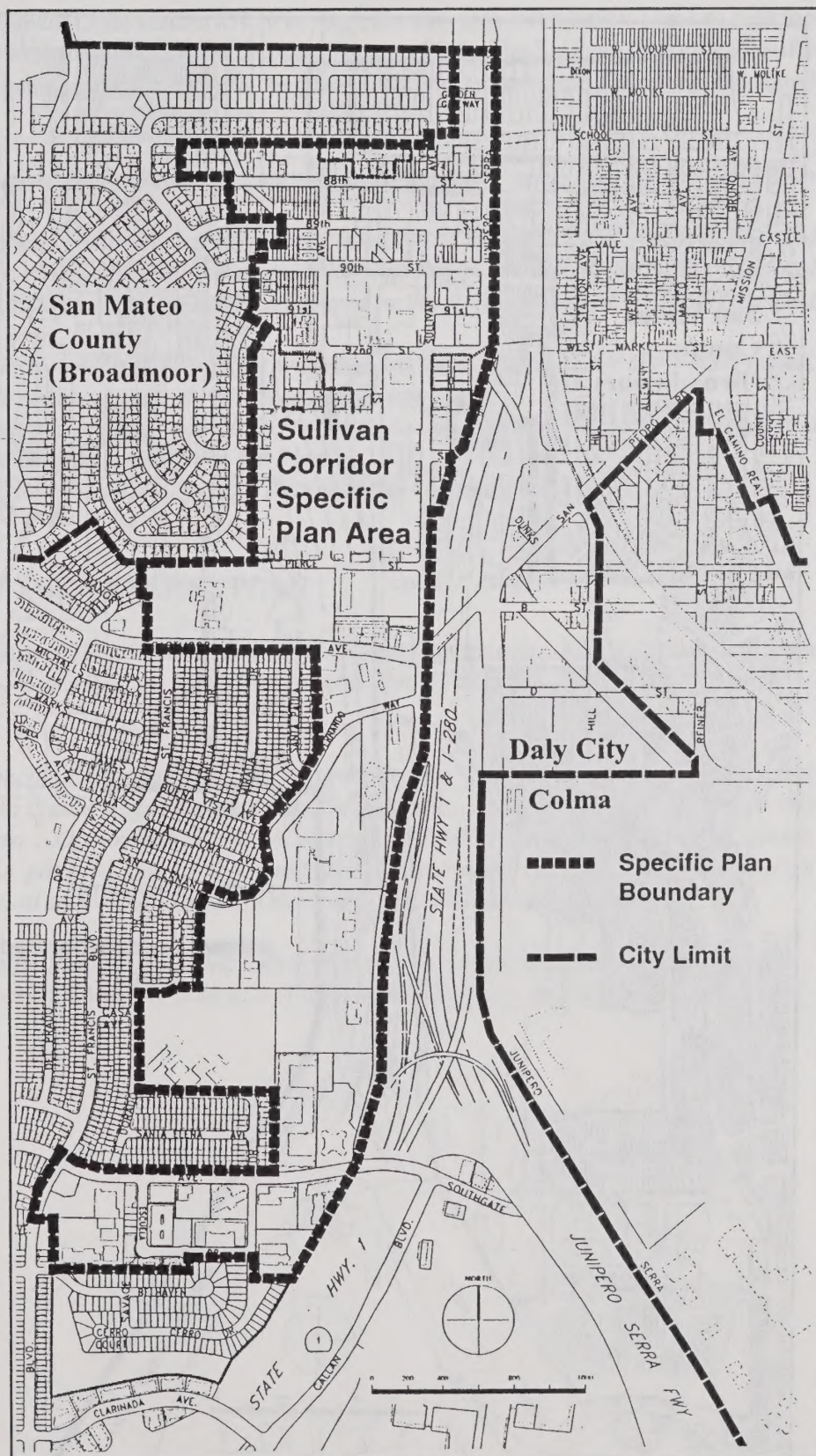


Figure 1: Specific Plan Area



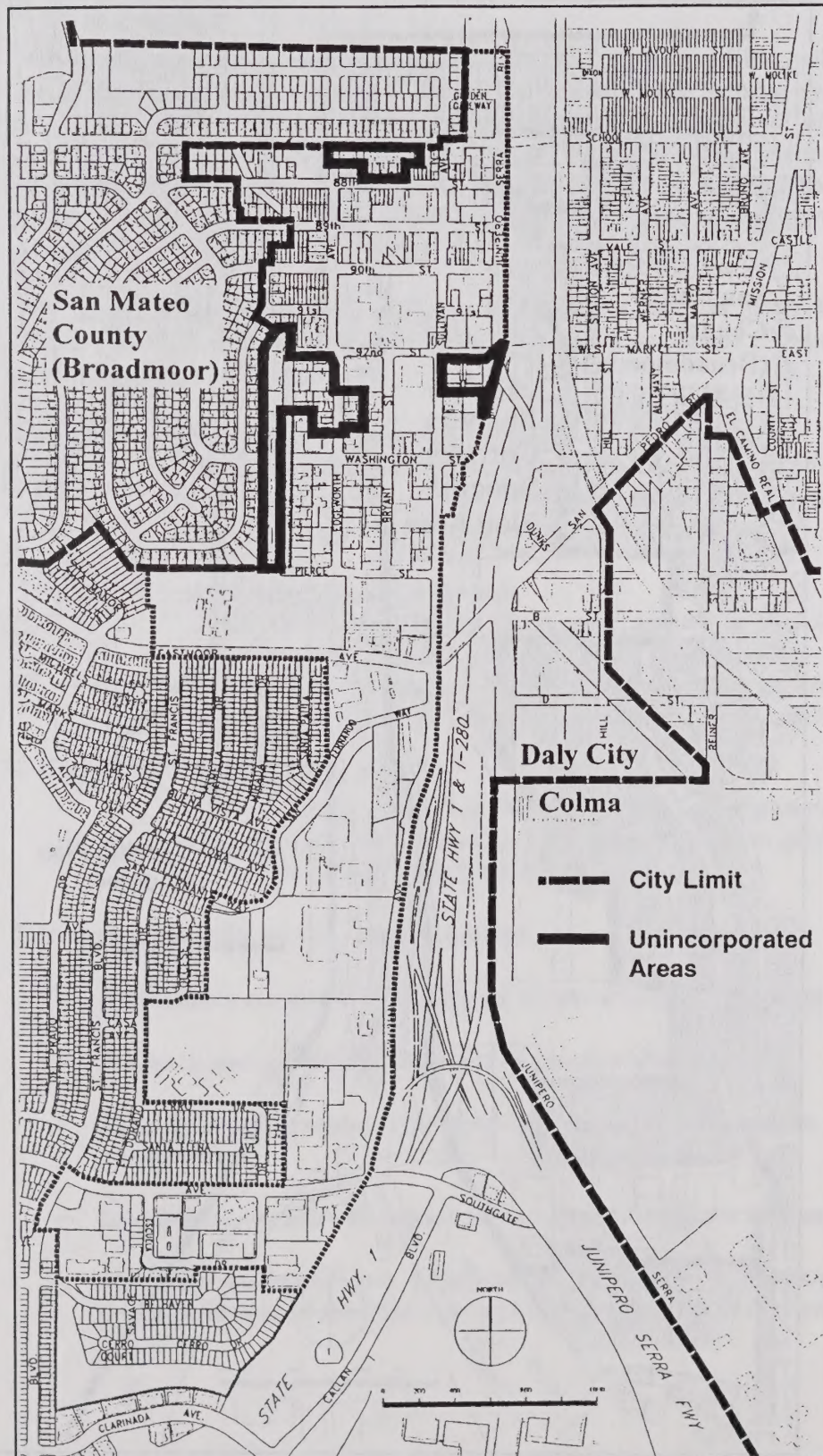


Figure 2: Unincorporated Areas



## C. STATUTORY AUTHORITY

Under California Law (Government Code section 65450 et seq.), the City may use specific plans to develop policies, programs and regulations to implement the adopted General Plan. The Sullivan Corridor Specific Plan has been prepared in a manner consistent with the State Law and includes the following mandated items:

- (1) *The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.*
- (2) *The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.*
- (3) *Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.*
- (4) *A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out the Plan.*
- (5) *A statement of the relationship of the Specific Plan with the General Plan.*

## D. RELATIONSHIP TO THE GENERAL PLAN

The findings and recommendations of the Sullivan Corridor Specific Plan are consistent with the broad goals of the current 1987 Daly City General Plan. The 1987 general Plan's *Proposed Programs for Land Use*, states (paraphrased):

*The Sullivan Corridor Specific Planning Area...has no specific plan. However, one of the objectives of this land use element is to create a specific set of land use policies, designations and programs that identify a vision for the area. ...Opportunities include: intensification of under-utilized and vacant lands; formulation of a specific plan for the Civic Center area; creation of recreational opportunities; commercial office and retail as well as mixed use development; and land acquisition.*

In addition, *Program 8: Specific Plan for the Civic Center Area*, calls for conducting a market analysis, projecting land uses, and adopting a specific plan as a prelude to development in the (Civic Center) area.



C. STATISTICAL INFORMATION

1. The following table shows the number of students who have been identified as having a specific learning disability (SLD) for each of the years 1990 through 1994. The data is presented by grade level and by gender.

2. The following table shows the number of students who have been identified as having a specific learning disability (SLD) for each of the years 1990 through 1994. The data is presented by grade level and by gender.

D. RELATIONSHIP TO THE STATE PLAN

1. The following table shows the number of students who have been identified as having a specific learning disability (SLD) for each of the years 1990 through 1994. The data is presented by grade level and by gender.

2. The following table shows the number of students who have been identified as having a specific learning disability (SLD) for each of the years 1990 through 1994. The data is presented by grade level and by gender.

3. The following table shows the number of students who have been identified as having a specific learning disability (SLD) for each of the years 1990 through 1994. The data is presented by grade level and by gender.



## SECTION 2: CONCEPT PLAN

### A. BACKGROUND

#### **Overview**

Governmental, commercial and residential land uses for the Concept Plan follow the broad guidelines of the 1987 General Plan, although anticipated development intensities may vary to reflect lowered expectations in regard to the amount of commercial office development in the Area. In addition, new development opportunities afforded by freeway off-ramp changes at Sullivan Avenue and Pierce Street and the opening of the Colma Bay Area Rapid Transit (BART) station are reflected in the Concept Plan south of City Hall.

#### **Market Factors**

Significant market demands and trends for the Sullivan Corridor Area, which have influenced the Concept Plan are as follows:

- Steady population growth will continue to create modest demands for government and commercial offices, housing and retail space in Daly City.
- Lower occupancy costs in Daly City and northern San Mateo County relative to San Francisco will most likely lead to greater job growth than would be expected from population growth alone.
- Growth in ethnic Asian and Hispanic populations within the City will create many new business opportunities.
- Daly City will continue to be a family-oriented community with a need for housing and related services.

#### **Development Constraints**

The Sullivan Corridor Specific Plan Area is somewhat isolated due to the adjacent I-280 freeway and Area's lack of visibility. The Concept Plan and Specific Plan implementation measures seek to overcome these limitations through increased activity levels and urban design improvements which will establish a strong identity for the area.



## B. PLANNING SUB-AREAS

Because most of the Sullivan Corridor is already developed, opportunity sites for new projects are limited in size and number. Most development opportunities will come from the conversion of existing land uses or infill on currently vacant lots. Future development opportunities are not uniform within the area. For purposes of describing the Concept Plan, planning sub-areas have been defined as shown in Figure 3.

- 1 *Junipero Serra Blvd. Commercial*
- 2 *87<sup>th</sup> Street Commercial*
- 3 *Civic Center*
- 4 *High Density Residential*
- 5 *Sullivan/Washington Commercial*
- 6 *Edgeworth/Washington Mixed Use*
- 7 *Destination Commercial*
- 8 *Brown School*
- 9 *Eastmoor Avenue Mixed Use*
- 10 *Greater Seton Medical Center*
- 11 *Seton/Webster Hilltop*
- 12 *Webster School*
- 13 *Southgate Avenue Mixed Use*
- 14 *St. Francis Square Commercial*

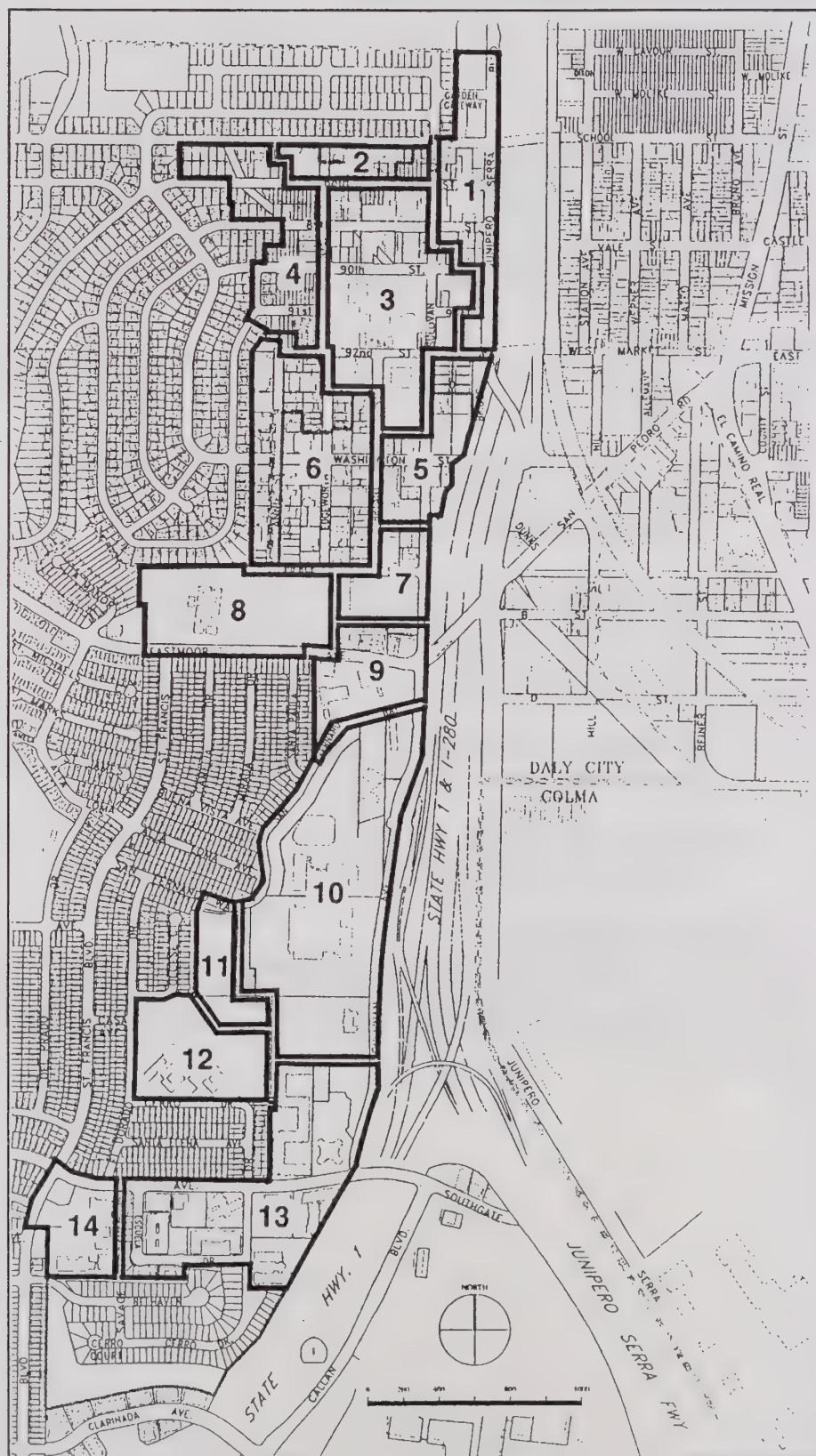


Figure 3: Planning Sub-Areas



## C. CONCEPT PLAN DESCRIPTION

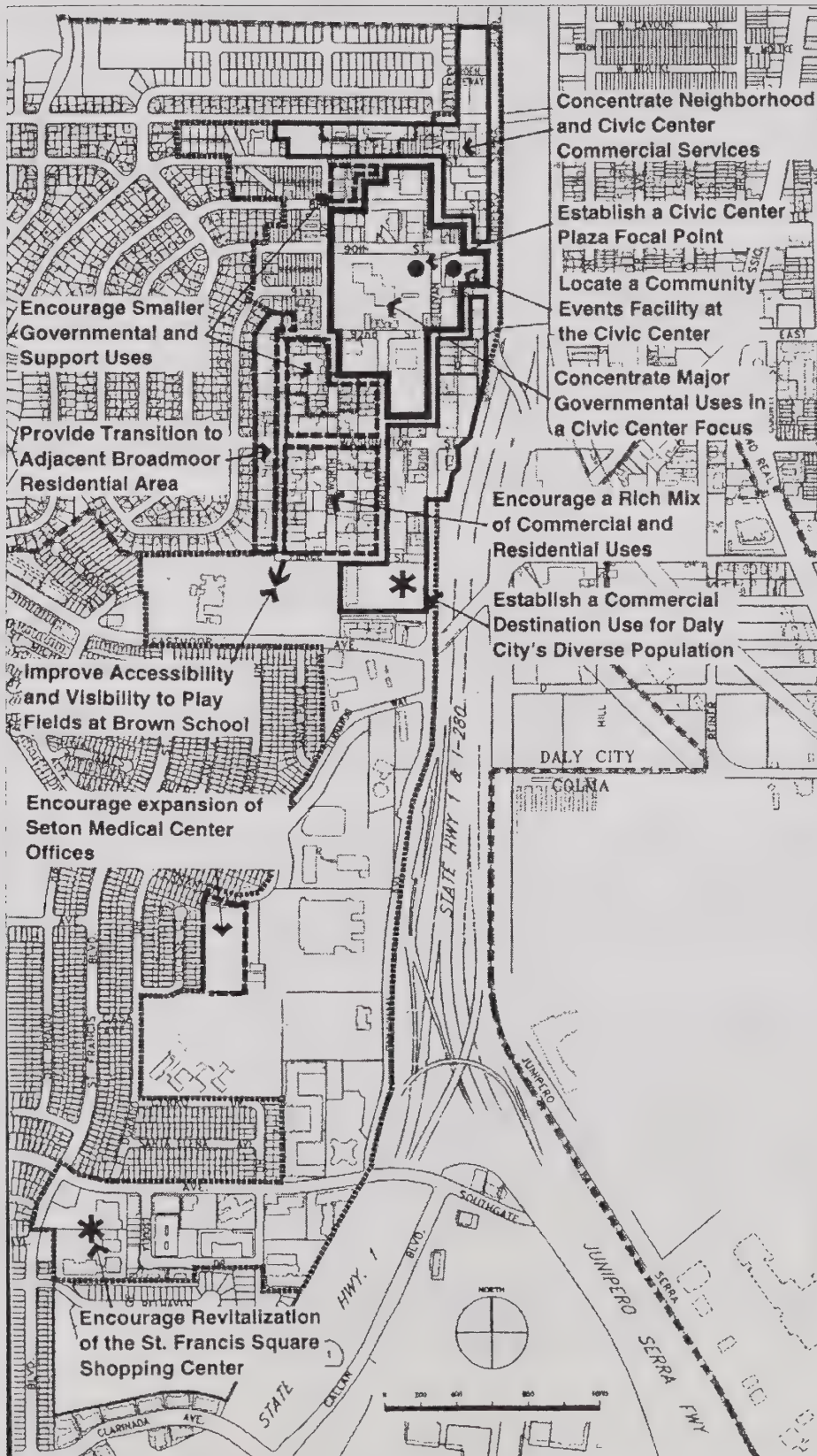


Figure 4: Major Land Use Concepts

### Overview

The concept for the Sullivan Corridor Specific Plan Area is intended to accomplish the following:

- Reinforce and expand the current Civic Center.
- Establish a visual and functional focal point within the Civic Center to strengthen the area as a community place.
- Capitalize on the special opportunities offered by improved freeway access and circulation.
- Allow for future commercial and residential uses around the Civic Center in a mixed-use environment with a largely residential scale and character.
- Provide a use and development scale transition between the Civic Center area and the adjacent residential community.
- Strengthen Sullivan Avenue as a focal point corridor and as a linkage between the Civic Center and Seton Medical Center areas.
- Provide the opportunity for the creation of a unique mixed-use neighborhood between Washington Street and Pierce Street.

### Planning Sub-Area Concepts

Figure 4 graphically depicts the major land use elements and Figure 5 is an illustrative plan representing one possible future scenario for the northern part of the Specific Plan Area around the Daly City Civic Center. The following describes the changes which might logically occur in each of the Development Areas near the Civic Center and in the Seton/Southgate Avenue Area.

#### **Sub-Area 1: Junipero Serra Boulevard Commercial**

*Fronting on both Junipero Serra Boulevard and an upgraded Sullivan Avenue, infill office and commercial uses could both enhance the old commercial district and support new Civic Center uses.*

#### **Sub-Area 2: 87<sup>th</sup> Street Commercial**

*The existing neighborhood commercial, service commercial and residential mixed-use area is located between 87<sup>th</sup> and 88<sup>th</sup> Street and includes unincorporated parcels. Although the area is not focused, access is good from School Street, the Sullivan Corridor and neighborhoods to the west. Primary potential uses are Neighborhood Commercial, serving local market demand for goods and services and accommodating uses such as restaurants to serve employees in the Civic Center area. Special opportunities may exist for anchor commercial uses on some individual parcels.*

#### **Sub-Area 3: Civic Center**

*Growth and enhancement of the Civic Center area around City Hall is intended to provide a sense of place and identity for the Sullivan Corridor Area. The Civic Center area will be reinforced with offices and facilities at all levels of government. The Civic Center will be strongly organized around a public Plaza which fronts on Sullivan Avenue and enhances the image and entrance to City Hall. The Plaza will accommodate a wide range of public activities as well as establishing a strong identity for the area. Main land uses and features which are envisioned for the Civic Center area include the following:*

- ***New Government Offices** - Future facilities would be constructed on both City and privately-owned parcels along Sullivan Avenue between 89th Street and 92nd Street. Surrounding the proposed Civic Center Plaza, the new government offices would be strongly focused and architecturally integrated with City Hall, existing government buildings, and an Event Center. (See Concept Feature #3 on page 13 illustration.)*
- ***Civic Center Plaza** - The proposed Plaza, located at the corner of Sullivan Avenue and 90th Street at the entrance to City Hall, is currently a public parking lot. A traditional-feeling downtown Plaza, with lawns, trees, a fountain, pleasant places to sit, special lighting and a small stage is envisioned adjacent to Sullivan Avenue. The Plaza in front of City Hall would continue with the same textured paving and trees to create a multi-use courtyard to provide a vehicle entrance and parking during business hours and an expanded public space for special outdoor events (e.g. farmer's market) during evenings and weekend periods. Surrounded by City Hall, the Event Center, new government office buildings and a proposed public parking structure, the Plaza would create a strong focal point and a sense of place for the Sullivan Corridor and Civic Center. (See Concept Feature #1 on page 13 illustration.)*



- **Event Center** - Located across Sullivan Avenue from the Plaza, the Event Center would be a significant public building which would complement and support the other Civic Center functions and provide some City-wide facilities. In addition to conference, meeting and event functions, the Center could also serve as a venue for local performing arts and community activities for the neighborhoods surrounding the Sullivan Corridor. The Event Center has been shown on the Concept Plan as a multi-purpose building (approximately 15,000 sq. ft. in area) containing a flat-floor, multi-purpose auditorium, conference and meeting rooms, and kitchen. Ultimately, the uses and size for the facility would be determined by further study and citizen participation. With strong design features and its location across from the Plaza, the Event Center could greatly amplify the identity of the Civic Center, as well as provide a much needed west-side City facility. The Event Center in the Concept Plan location would also offer the opportunity to better identify the area as a special activity center within the City. A symbolic tower, or other urban design features related to the Event Center could call attention to the Civic Center area and create a distinctive image from I-280 and the eastern part of the City. (See Concept Feature #2 on page 13 illustration.)
- **Public Parking Structure** - Located within the City Hall block, the parking structure would provide for replacement of existing parking spaces displaced by the Civic Center Plaza as well as provide for more efficient development of offices and the Event Center. The structure would be approximately five levels in height and contain approximately 325 parking spaces. (See Concept Feature #4 on page 13 illustration.)
- **Child Care Center** - Located at the corner of Edgeworth Avenue and 92nd Street, the Concept Plan shows a Day Care Center building and open play area which would primarily serve children of government employees. The size and function are the same as that proposed in the City Hall Annex Plan of 1995. (See Concept Feature #5 on page 13 illustration.)
- **Urban Design Improvements** - In the Civic Center area, proposed urban design improvements in the Concept Plan include expanded pedestrian walkways with special paving, as well as trees and lighting along Sullivan Avenue between 90th and 92nd Streets. This concept linear plaza is intended to provide a strong visual and functional link between Government offices, City Hall, the Event Center and the public parking structure. To further enhance the visual character and sense of vitality for the Sullivan Corridor, the Concept Plan envisions a tall flag display on the freeway side of Junipero Serra Blvd. opposite 90<sup>th</sup> Street. With selective thinning of the freeway landscaping, it would be highly visible from I-280 as well as from the Civic Center Plaza looking up 90<sup>th</sup> Street. The remainder of Sullivan Avenue, linking with the Seton/Southgate Avenue Area and parts of 90th, 91st and 92nd Streets would be reinforced with sidewalk widening, street trees, street furniture, pedestrian-scale lighting and special crosswalk paving.

#### **Sub-Area 4: High Density Residential**

Land uses would remain the same in the fully developed high density residential neighborhood west of Edgeworth Avenue.

**Sub-Area 5: Sullivan Ave./Washington St. Commercial**

*This area has good access across the freeway on Washington Street, and also has one of the few large commercial sites in the Sullivan Corridor which is directly adjacent to I-280 with good potential visibility. Commercial development would orient to an upgraded and enhanced Sullivan Avenue and could be a prime location for a destination restaurant related to the Marketplace in Area 7. Background market studies identified the potential for a large, destination ethnic restaurant serving a regional market as well as the needs of Daly City residents. The concept Plan shows a four story building with a distinctive architectural style which could accommodate a 400 seat restaurant, along with related commercial space and off-street parking. This area is partially unincorporated.*

**Sub-Area 6: Edgeworth Ave./Washington St. Mixed-Use**

*For the neighborhood located between Annie Street and Bryant from the Civic Center to Washington Street, a combination of residential-to-commercial conversions and commercial infill development with a residential scale and character is envisioned. Enhanced on-street parking would allow development as well as commercial conversions to occur while still maintaining substantial landscaping along street fronts and on individual parcels. Modest urban design elements such as street trees and pedestrian-scaled lights would be added to reinforce the residential character.*

**Sub-Area 7: Destination Commercial**

*Commercial opportunities will be enhanced by completion of the scheduled freeway off-ramp at Sullivan Avenue and Pierce Street along with a new traffic signal and related traffic improvements. Strong commercial land uses should be planned for opportunity sites at this location and on Sullivan Avenue adjacent to it. The Concept Plan envisions a unique Marketplace, perhaps with a strong ethnic orientation consistent with the continuing changes in demographics and market demands in Daly City - one of the most ethnically diverse cities in California. Destination commercial development would have the effect of creating additional commercial and support opportunities in the adjacent mixed-use neighborhoods. With the improved freeway access, it is likely that an ethnic-oriented development in this area could draw from a regional market. Main features of the concept for this area are as follows:*

- ***Ethnic Marketplace*** - *A unique commercial destination use would be located at the corner of Sullivan Avenue and Pierce Street, at the new freeway off-ramp intersection. Utilizing both corners on Pierce Street, the Concept Plan envisions a mix of courtyard-type buildings and outside stalls, all done in a strong and unique architectural style. The intent is to create the colorful and intense concentration of commercial activities which characterizes an ethnic market, and which would be visible from Sullivan Avenue and the freeway off-ramp.*



- ***Mixed Use Commercial/Residential** - Located in the neighborhood adjacent to the Marketplace, the concept envisions a mixed-use residential, commercial and office area with two or three story buildings combining residential units on the upper floors with the opportunity for commercial uses at the street level. Ethnic-oriented commercial uses would be especially suited to this area as an extension of the Marketplace. Off-street public parking and enhanced street parking would promote commercial uses and encourage compact development. In addition to ground floor commercial uses, residential units would be encouraged to add liveliness to the neighborhood and to take advantage of the nearby Colma BART Station.*
- ***Urban Design Improvements** - Special paving and lighting, street trees and other urban design features would be used to establish a unique character and identity for the area.*

**Sub-Area 8: Brown School**

*The play fields continue to be very important to the Sullivan Corridor neighborhoods as park and open space through an agreement with the School District. To increase access to Brown School as a primary park and open space area, a better linkage to the Civic Center Area is shown with a widened and ramped path with lighting from Pierce Street.*

**Sub-Area 9: Eastmoor Avenue Mixed-Use**

*The largest land use is the P.G.&E. service yard, located strategically on Sullivan Avenue between Eastmoor Avenue and San Fernando Way. However, no changes in land use are foreseen within the time-frame of this Plan.*

**Sub-Area 10: Greater Seton Medical Center Area**

*This area is largely built out with relatively new buildings. Little significant change is anticipated here in the foreseeable future.*

**Sub-Area 11: Seton/Webster Hilltop**

*The Seton Medical Center hill top vacant parcel will likely be used for expanded medical-related offices. However, in the future if additional medical space is not needed, that site and a small portion of land on the Webster School site could be considered for low-density residential housing developed on a combined site .*

**Sub-Area 12: Webster School**

*The play fields at Webster School are (like Brown School) also used as neighborhood park and open space through an agreement with the School District.*

**Sub-Area 13: Southgate Avenue Mixed-Use**

*The mixed-use area of office, medical and high density residential along Southgate Avenue is almost fully developed with long-term land uses. However, adjacent to the St. Francis Square Shopping Center, on Escuela Drive, there is a small group of vacant parcels which could be utilized for commercial offices, potentially related to the other medical office facilities in the area.*

*In addition to the above development opportunity, there are urban design opportunities in the Seton/Southgate Avenue Area which will provide continuity for the Sullivan Corridor and are shown in the Concept Plan as follows:*

- ***Sullivan Avenue** - Sidewalk widening, street tree planting and streetscape features would establish Sullivan Avenue as a strong visual link from 87<sup>th</sup> Street to Southgate Avenue.*
- ***Southgate Avenue** - As a significant arterial street, Southgate Avenue would be upgraded with urban design features including sidewalk widening and street tree planting.*
- ***Intersection Improvements** - The intersection at Sullivan Avenue and Southgate Avenue is an important southern entry to the Sullivan Corridor and would be upgraded with crosswalk paving, signage, lighting and street furniture.*

**Sub-Area 14: St. Francis Square Commercial**

*The neighborhood commercial St. Francis Square shopping center is planned for renovation, and urban design features along Southgate Avenue should be coordinated with the improvements described above in Area 13.*



## MAJOR FEATURES CIVIC CENTER AREA

### CIVIC CENTER

- 1 Civic Center Plaza
- 2 Daly City Event Center
- 3 Government Offices
- 4 Public Parking Structure
- 5 Day Care Center

### ETHNIC COMMERCIAL AREA

- 6 Ethnic Marketplace
- 7 Ethnic Destination Restaurant
- 8 Ethnic Commercial / Residential
- 9 Public Parking Lot

### JUNIPERO SERRA BOULEVARD OFFICE/COMMERCIAL

- 10 Landmark Tower Building
- 11 Flag Display

### 37th STREET COMMERCIAL

- 12 Commercial Building
- 13 Future Commercial

### RESIDENTIAL / COMMERCIAL NEIGHBORHOOD

- 14 Single Family Homes
- 15 Home / Office Conversions
- 16 Commercial Buildings at Residential Scale
- 17 Enhanced Street Parking

### BROWN SCHOOL ACCESS

- 18 Access Path and Ramp



Flags Near I-280



Landmark Tower

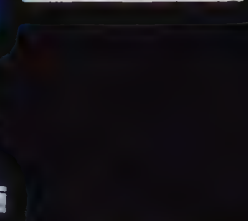
Ethnic Marketplace and Commercial Area



Public Parking Structure



Enhanced Street Parking



Multi-Use Plaza Courtyard

Mixed-Use Buildings



Event Center



Sullivan Avenue Urban Design



Civic Center Plaza



Commercial Streetscape

## SULLIVAN CORRIDOR CONCEPT PLAN

Daly City, California

Figure 5: Illustrative Concept Plan







## *Section 3* **Land Use**

## SECTION 3: LAND USE

### A. BACKGROUND

The Specific Plan land use goals, objectives, policies and designations and are intended to provide the framework for the orderly development of new governmental, commercial and residential uses, provide a sense of identity for the Sullivan Corridor and retain the character and viability of existing commercial areas and residential neighborhoods. While 1987 General Plan land use designation types are utilized, the planned land uses for individual areas may vary in accordance with Specific Plan findings and recommendations.

### B. LAND USE GOALS, OBJECTIVES AND POLICIES

**Goal 1: Establish the Daly City Civic Center as a governmental and community focal point.**  
*Improvements and expansion at the Civic Center to provide identity and a sense of place for the Sullivan Corridor and within the City was the original impetus for the Specific Plan, and has been a primary goal throughout the planning process.*

**Objective 1.1: Concentrate new governmental buildings and support uses in close proximity to the City Hall block.**  
*The City Hall block is the heart of the Civic Center, providing public open space, parking and other amenities.*

**Objective 1.2: Construct a Civic Center Plaza, as a dedicated public park, on the City Hall block.**  
*The Plaza will serve as the urban design focus for the Civic Center, will be a strongly identifiable, City-wide, open space on Sullivan Avenue and will provide park, recreation and public assembly space for residents of the Sullivan Corridor.*

**Objective 1.3: Construct a major public facility for community cultural and/or meeting use in the Civic Center area.**  
*There appears to be a need for a public building which combines a small auditorium for local performing arts with some community center facilities for the Sullivan Corridor neighborhoods. In addition, work-day use of the building as a conference center would add to the available facilities to encourage expansion of government offices at the Civic Center.*

**Objective 1.4: Encourage joint parking utilization and optimum development intensities in the Civic Center area.**  
*A public parking structure would facilitate expanded uses in the area, replace spaces lost in development of the Civic Center Plaza, support Event Center use and encourage new governmental or commercial developments. Availability of parking in a public structure would allow for more efficient use of building sites at the Civic Center.*



**Policies related to Goal 1:**

**Policy LU-1:** New government facilities shall be encouraged to locate adjacent to, and facing the City Hall block on Sullivan Avenue.

*There is a proven market demand, which will continue to increase with City and regional growth, for additional State, County and City governmental building space in Daly City. Growth of government office facilities should be directed towards the existing civic center, through new office buildings on City-owned or acquired parcels or through the acquisition or conversion of existing structures.*

**Policy LU-2:** Government-related services and uses serving visitors and employees shall be encouraged on the ground level of any new building on or facing the City Hall block.

*Expanded government facilities will create a need for support services, restaurants and retail stores in the Civic Center area. To promote pedestrian circulation, and to provide vitality and interest on Sullivan Avenue and other streets at the Civic Center, these support facilities should be located at street level.*

**Policy LU-3:** The potential for construction of Civic Center Plaza, at the corner of Sullivan Avenue and 90<sup>th</sup> Street, shall be preserved for a minimum of ten years from the date of adoption of this Specific Plan.

*The Civic Center Plaza is an essential urban design and public use element for creating a strongly identifiable sense of place for the Civic Center. It would be preferable that the site be described and dedicated as a public park, and that planning and development be scheduled.*

**Policy LU-4:** The City shall seek to assemble a site in the Civic Center area to accommodate a Community Events Center.

*A portion of the Serra Theater site has been shown in the Concept Plan section of the Specific Plan, and would be an ideal site, situated on Sullivan Avenue across from the Civic Center Plaza.*

**Goal 2: Improve the economic development potential for the area surrounding the Daly City Civic Center.**

*In addition to the increased economic opportunities resulting from expanded government facilities, market studies indicate that the growth of Daly City and the region will result in development potential at many commercial locations in the Sullivan Corridor. Factors such as the new freeway off-ramp at Pierce Street, continued ethnic community growth and a strong demand for housing in the Corridor will also create economic development opportunities.*

**Objective 2.1: Develop a commercial destination use at the Pierce Street/Sullivan Avenue intersection.**

*Freeway off-ramp locations from I-280 are in short supply in Daly City and existing land uses adjacent to the funded and scheduled off-ramp at Sullivan Avenue and Pierce Street represent an under-utilization. This location also contains one of the larger available development parcels in the Specific Plan area and market studies indicate that there is a demand for destination commercial sites.*

**Objective 2.2: Consolidate small parcels to allow more efficient commercial and residential development.**

*The lack of larger opportunity sites is a potential constraint to commercial and residential development in the Sullivan Corridor, although there are a number of smaller opportunity sites and individual parcels.*

**Objective 2.3: Assist in the efficient development of small sites where lot consolidation is not possible.**

*Additional public parking and flexible zoning which facilitates existing building conversions, and development on small parcels could assist in the transition to more productive uses.*

**Objective 2.4: Broaden the range of commercial uses to serve Daly City's diverse ethnic population.**

*There is a strong, and growing, demand for ethnic commercial goods and services in Daly City and the region. Concepts for the Sullivan Corridor encourage both large site development opportunities and small lot infill.*

**Objective 2.5: Develop additional residential units which reinforce existing neighborhoods and are within walking distance of the Colma BART Station.**

*Market studies indicate a strong demand for residential use, and single-family detached housing in particular, in the Sullivan Corridor. New housing units would provide support to small local businesses and should help the Sullivan Corridor to remain as a "good place to live".*



**Policies related to Goal 2:**

- Policy LU-5:** Development proposals for parcels at or near the Pierce Street/Sullivan Avenue intersection and new freeway off-ramp shall be encouraged to plan for predominantly destination-commercial type uses.  
*This location has the best potential in the Sullivan Corridor for destination-commercial use.*
- Policy LU-6:** The consolidation of adjacent small properties shall be encouraged.  
*Better quality commercial and residential development sites can be created through consolidation of smaller parcels and lots.*
- Policy LU-7:** Flexibility and options in meeting parking code requirements shall be considered to allow small lot development at reasonable densities and without destroying the scale and character of the mixed-use neighborhood south of the Civic Center.  
*Potential parking solutions may include joint-use off-street parking and public-assisted on-street parking changes and/or off-street lots.*
- Policy LU-8:** Residential and mixed-use projects with residential over commercial uses shall be encouraged between Pierce Street and Washington Street .  
*The area should remain a viable residential neighborhood with appropriate scale and character, while allowing gradual commercial infill development.*
- Policy LU-9:** Residential to commercial use conversions shall be allowed on a case-by-case review basis.

## C. LAND USE DESIGNATIONS

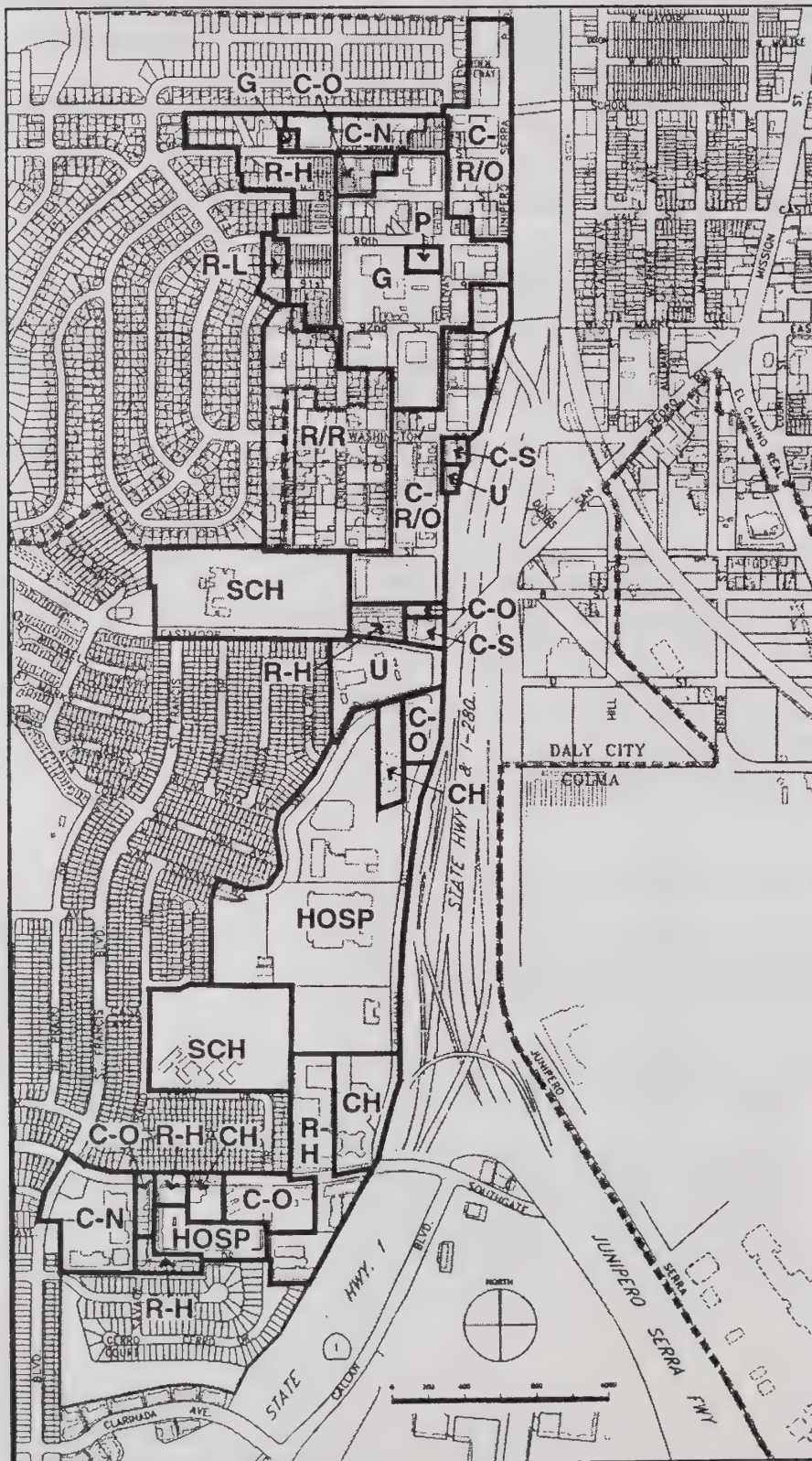


Figure 6: Land Use Designations

Land use designations for the Sullivan Corridor Specific Plan are shown in Figure 6.

The land use categories are consistent with those of the 1987 Daly City General Plan. However, because a specific plan is a more detailed document implementing the General Plan, the Sullivan Corridor Specific Plan land use categories have more detailed statements of intent, permitted uses, conditional uses and development standards.

The following are the Land Use Categories for the Sullivan Corridor Specific Plan.

### Residential

- R-L *Low Density*
- R-H *High Density*

### Commercial

- C-R/O *Retail and Office*
- C-O *Office*
- C-S *Service*
- C-N *Neighborhood*
- C-R/R *Residential Retail*

### Other

- G *Government*
- P *Recreation-Public*
- U *Public Utilities*
- HOSP *Hospital*
- CH *Church*
- SCH *School*



## RETAIL AND OFFICE COMMERCIAL (C-R/O)

### Intent

The intent of this category is to provide land uses consisting of retail and office uses both regional and City-wide in scope. This is the primary retail commercial land use designation for Daly City and is the underlying General Plan category for C-1 zoning. In the Sullivan Corridor, the Junipero Serra Boulevard commercial area and the commercial areas along Sullivan Avenue and at the new I-280 off-ramp are designated Retail and Office Commercial.

For the Sullivan Corridor Specific Plan, all of the Retail and Office Commercial land use areas are envisioned as being urban, pedestrian-oriented shopping districts developed along upgraded arterial streets: Junipero Serra Boulevard and Sullivan Avenue. Along Junipero Serra Boulevard and northern Sullivan Avenue, the commercial areas should be more office and restaurant oriented, to serve the expanded Civic Center government employees and visitors. Along Sullivan Avenue near the new freeway off-ramp, a pedestrian-oriented ethnic marketplace, or other destination commercial shopping district is envisioned, which works with the adjacent residential retail mixed-use area. In order to create urban and pedestrian friendly commercial areas, automobile-related uses, drive-through uses and residential uses should be discouraged in the Sullivan Corridor Retail and Office Commercial land use designation areas.

### Permitted Uses

Primary emphasis is retail commercial uses, along with limited office uses. As compared to other areas of Daly City, retail and office uses in the Sullivan corridor will be more restricted to encourage retail continuity and uses oriented to workers in the government center and residents of adjacent neighborhoods. Examples of permitted uses include the following and other similar uses as determined by the Director of Economic & Community Development:

#### ***Retail***

*General merchandise stores*  
*Drug stores and pharmacies*  
*Restaurants and coffee shops*  
*Delicatessens and sandwich shops*  
*Specialty ethnic food stores*  
*Florists*  
*Gift shops*  
*Barbershops and beauty shops*  
*Art stores and galleries*

#### ***Offices***

*Medical, dental and health services*  
*Banks and financial institutions*  
*Real estate offices and insurance offices*  
*Legal offices*  
*Printing and photocopying services*  
*Administrative, business and professional offices*

### Conditional Uses

Examples of conditional uses include the following and other similar uses as determined by the Director of Economic & Community Development:

#### ***Commercial***

*Automotive dealers and auto retail*  
*Hardware and building materials*  
*Hotels, motels and other lodging*  
*Drinking establishments*  
*Liquor stores*  
*Entertainment uses*  
*Any use with drive-through facilities*  
*Health and fitness center*

#### ***Residential***

*Any residential uses*

### Development Standards

#### *Development Intensity*

*Maximum FAR of 5.0*

#### *Parking Requirements*

*Per Daly City standards (see Appendix )*

#### *Development Setbacks*

*Buildings shall provide setbacks of at least three (3) feet from street-facing property lines except where retail frontages with entries from the adjacent sidewalks are provided.*

## OFFICE COMMERCIAL (C-O)

### Intent

This land use designation consists primarily of office and office-serving commercial uses. It differs from Retail and Office Commercial in that the emphasis is placed on office use rather than retail use. While government offices are allowed, the Office Commercial differs from the Government land use category in that the uses occur on private land rather than government- owned land. Office Commercial is the underlying category for Zone C-O, Office Commercial District.

In the Sullivan Corridor Specific Plan Area, the 1987 General Plan designated large land use areas as Office Commercial. In the ten years since approval of the General Plan, market demand for commercial offices in the Sullivan Corridor has been low, the City has purchased some of the potential sites for government use, and a significant amount of Office Commercial land use has been approved for the adjacent (and more convenient to transportation) BART Station Area Specific Plan. As a consequence, this Specific Plan has changed some of the previous Office Commercial land use designations to the more flexible category of Retail and Office Commercial. Office Commercial designations have been retained to reflect current land use and a small area between 88<sup>th</sup> and 89<sup>th</sup> Streets, which is now residential, has been designated as Office Commercial to allow future Civic Center expansion.

### Permitted Uses

The emphasis is on office uses, but also includes office serving and support uses. Examples of permitted uses include the following and other similar uses as determined by the Director of Economic & Community Development:

#### *Offices*

*Administrative, business and professional offices*

*Banks and financial institutions*

*Title companies/Real Estate Offices*

*Travel agencies*

*Printing and photocopying services*



### **Conditional Uses**

Examples of conditional uses include the following and other similar uses as determined by the Director of Economic & Community Development:

#### ***Commercial***

*Barbershops and beauty shops*  
*Churches and religious institutions*  
*Private non-commercial clubs and lodges*  
*Private schools and colleges*  
*Medical or dental clinics and laboratories*  
*Prescription pharmacies - retail in nature*  
*Restaurants and bars*  
*Health and fitness center*  
*Medium and high density residential uses*

### **Development Standards**

***Development Intensity***  
*Maximum FAR of 3.5*

***Parking Requirements***  
*Per Daly City standards (see Appendix )*

## **SERVICE COMMERCIAL (C-S)**

### **Intent**

This designation consists of those land uses which are more service or heavy commercial oriented. In the Sullivan Corridor Specific Plan, existing Service Commercial land use designations near Sullivan Avenue and Pierce Street have been changed to Retail and Office Commercial because of the increased retail commercial development opportunities which will become available with construction of the new I-280 off-ramp. In addition, current heavy service commercial use designations along Pierce, Bryant, Edgeworth and Annie Streets are not compatible with creation of a Residential Retail district as envisioned by the Specific Plan. Service Commercial land use designations have be retained for the existing gas stations at the intersection of Sullivan Avenue and Washington Street and at the intersection of Sullivan Avenue and Eastmoor Avenue. Service Commercial is the underlying land use for Zone C-2 Heavy Commercial District.

### **Permitted Uses**

Existing uses in these areas are deemed to be permitted. They may be rebuilt with their current uses and intensities if damaged or destroyed. However, because of the limited size of areas designated as Service Commercial (C-S) and their corner locations which could create access limitations and dangerous vehicular/pedestrian conflicts, any change of use, development intensity or site modifications shall be considered Conditional Uses as outlined in the following section.

### Conditional Uses

Examples of conditional uses include the following and other similar uses as determined by the Director of Economic & Community Development:

*Automobile sales and repair*  
*Car wash and detailing shops*  
*Gas and service stations*  
*Uses permitted in the Retail and Office Commercial Designation (C-R/O)*  
*Uses permitted in the Office Commercial Designation (C-O)*  
*Uses permitted in the Neighborhood Commercial Designation (C-N)*  
*Veterinary hospital or office*  
*Bakery*  
*Medium and high density residential uses*

### Development Standards

*Development Intensity*  
*Maximum FAR of 3.0*

*Parking Requirements*  
*Per Daly City standards (see Appendix )*

## NEIGHBORHOOD COMMERCIAL (C-N)

### Intent

This land use designation consists of uses that serve the neighborhood and draw primarily from the local area rather than the entire City or region. In the Sullivan Corridor Specific Plan Area, the St. Francis Square shopping center and properties adjacent to 87<sup>th</sup> Street are designated as Neighborhood Commercial. Although the St. Francis Square shopping center is now oriented to ethnic goods and services and may attract shoppers from a regional area, its primary market is still the local neighborhoods and the current land use designation is retained. Zone C-1 Light Commercial District is generally utilized to implement the Neighborhood Commercial land use designation.

### Permitted Uses

Examples of permitted uses include the following and other similar uses as determined by the Director of Economic & Community Development:

#### **Commercial**

*Grocery and food stores*  
*Specialty ethnic food stores*  
*Drug stores and pharmacies*  
*Restaurants and coffee shops*  
*Delicatessens and sandwich shops*  
*Florists and gift shops*  
*Barbershops and beauty shops*  
*Laundry or cleaners (retail)*  
*Shoe repair or tailor shop*  
*Book or stationery store*  
*Photographic studio or art gallery*  
*Clothing/apparel*  
*Hardware*

#### **Offices**

*Medical, dental and health services*  
*Banks and financial institutions*  
*Legal offices*  
*Printing and photocopying services*  
*Business services (i.e., tax services)*  
*Real estate offices and insurance offices*



### Conditional Uses

Examples of conditional uses include the following and other similar uses as determined by the Director of Economic & Community Development:

*General merchandise stores*  
*Gas station and auto repair*  
*Hardware store and building supplies*  
*Photographic studio or art gallery*  
*Nursery or outdoor sales*  
*Photo processing*

### Development Standards

*Development Intensity*  
*Maximum FAR of 1.0*

*Parking Requirements*  
*Per Daly City standards (see Appendix )*

## RESIDENTIAL RETAIL COMMERCIAL (C-R/R)

### Intent

The Residential Retail Commercial designation is characterized by mixed-uses within the same building, and has been utilized to date primarily for developments with retail uses on the ground floor and single or multi-family residential uses above. The designation was used to categorize existing land uses in the School Street commercial area and for several existing corner neighborhood market locations in older areas of the City.

The designation has been expanded for the Sullivan Corridor Specific Plan Area to allow a wide mix of uses in Planning Sub-Area 6 between the Civic Center and Pierce Street. This area will contain existing residential units; existing residential structures converted to commercial uses; new infill residential, office and restaurant structures; residential live/work units; residential uses over commercial ground floor uses; commercial uses along street frontages with small-scale residential units behind and off-street parking lots.

The intent in this Area is to create a lively and pedestrian-oriented mixed-use neighborhood with a unique character which can take advantage of its proximity to the Colma BART Station and to any future destination commercial uses developed at the new Pierce Street off-ramp to I-280. While allowing a wide range of uses within the Area, all projects must be compatible with an urban residential neighborhood. In general, a wider latitude of uses will be allowed along Bryant Street and Edgeworth Avenue than along Annie Street which is in closer proximity to the existing Broadmoor residential community.

For such a wide mix of uses to coexist together successfully, sensitivity to the scale and character of development will be essential. Development within this Area will be carefully scrutinized with regard to design and will be expected to closely adhere to the planning and design guidelines outlined in Section 4 of the Specific Plan. Refer to Urban Design Concept 6 (page 35) and Urban Design Policies 15-18 (pages 39-40) for further guidance regarding the intent of this land use designation.

### Permitted Uses

Although the primary emphasis is on residential mixed with retail commercial, permitted uses also include small scale office commercial or light industrial, providing that their size and scale support the residential scale and character of the neighborhood. Examples of permitted uses include the following and other similar uses as determined by the Director of Economic & Community Development:

#### **Commercial**

*Delicatessens and sandwich shops*  
*Florists and gift shops*  
*Barbershops and beauty shops*  
*Laundry or cleaners (retail)*  
*Shoe repair or tailor shop*  
*Book or stationery store*  
*Photo processing*  
*Art galleries and studios*  
*Specialty ethnic food stores*  
*Specialty craft galleries and studios*  
*Small scale/neighborhood-oriented grocery and food stores*

#### **Offices**

*Professional offices*  
*Business services*  
*Real estate offices and insurance offices*  
*Legal offices*  
*Printing and photocopying services*

#### **Residential**

*Low density residential*

### Conditional Uses

Examples of conditional uses include the following and other similar uses as determined by the Director of Economic & Community Development:

#### **Commercial**

*Restaurants and coffee shops*  
*General merchandise stores*  
*Drug stores and pharmacies*  
*Health studio or massage studio*  
*Martial arts studio*  
*Nursery or garden supply (limited size)*  
*Upholstery shop*  
*Medical, dental and health services*



#### **Light Industrial**

*Assembly and manufacturing (limited size and clean type)*

#### **Residential**

*Medium-low density residential*  
*Live/work residential units*

### Development Standards

#### **Development Intensity**

*Maximum FAR of 1.0*

#### **Parking Requirements**

*Per Daly City standards (see Appendix )*

#### **Development Setbacks**

*Landscaped setbacks of at least fifteen (15) feet shall be provided from adjacent street property lines. Upper floor and bay window encroachments up to a maximum depth of five (5) feet will be allowed for a maximum distance of 2/3 of the facade along any given street frontage. Setbacks from side property lines shall be a minimum of ten (10) feet and rear yard setbacks shall be a minimum of twenty (20) feet.*

*Building Heights west of Annie Street shall be limited to 36 feet.*



## RESIDENTIAL LOW DENSITY (R-L)

### Intent

This land use designation applies to single family residences located on lots of 3000 sq. ft. and greater. For the Sullivan Corridor Specific Plan, Low Density Residential is designated for a few existing lots adjacent to Broadmoor Village. Low Density Residential is the underlying land use category for Zone R-1 Single-Family Residential District.

### Permitted Uses

Examples of permitted uses include the following and other similar uses as determined by the Director of Economic & Community Development:

*Attached and detached single family dwellings*  
*Secondary dwellings (per City standards)*

### Conditional Uses

Examples of conditional uses include the following and other similar uses as determined by the Director of Economic & Community Development:

*Accessory building*  
*Nursery School*  
*Child care center*  
*Public utility facilities*  
*Public community uses*  
*Church*

### Development Standards

*Development Intensity*  
*Maximum density 14.5 d.u./acre*

*Parking Requirements*  
*Per Daly City standards (see Appendix )*

## RESIDENTIAL HIGH DENSITY (R-H)

### Intent

This land use designation applies primarily to multi-family residential structures. Zone R-3 Multiple-Family Residential District has been used to implement this land use category.

### Permitted Uses

Examples of permitted uses include the following and other similar uses as determined by the Director of Economic & Community Development:

*Attached and detached single family dwellings*  
*Secondary dwellings (per City standards)*  
*Multiple-family dwelling*  
*Group home/boardings house*  
*Large family daycare*

### **Conditional Uses**

Examples of conditional uses include the following and other similar uses as determined by the Director of Economic & Community Development:

*Accessory building*  
*Nursery School*  
*Public community uses*  
*Church*  
*Motel*  
*Professional office*  
*Rest home*

### **OPEN SPACE: PUBLIC RECREATION (P)**

#### **Intent**

This land use designation applies to all developed public open space, including State, Regional and City parks which provide recreational opportunities to the community. There were no designated Public Recreation Open Space areas in the Sullivan Corridor Specific Plan Area in the 1987 General Plan. However, the play fields at Brown School and Webster School are available for public use in the off-school hours through an agreement between the School District and the City. These park areas will continue to be categorized under the Schools land use designation. In addition, a new City park, the Civic Center Plaza, is designated at the corner of Sullivan Avenue and 90<sup>th</sup> Street.

### **PUBLIC FACILITIES: GOVERNMENT (G)**

#### **Intent**

All lands on which Federal, State or local government facilities, except open space, are located are included in this land use category, as well as lands that the City has purchased for government facilities or other support uses. Non-governmental uses, such as hotels and supportive office spaces, may be considered in these areas as Conditional Uses.

### **PUBLIC FACILITIES: PUBLIC UTILITIES (U)**

#### **Intent**

This category includes all lands which are owned by public utility agencies, districts and private companies. Included in this land use designation for the Sullivan Corridor are P.G.&E. yards and sub-stations and Pacific Bell offices and service facilities. Any structural expansions will require a Use Permit

### **PUBLIC FACILITIES: SCHOOLS (SCH)**

#### **Intent**

Two existing K-6 public schools are located in the Sullivan Corridor Specific Plan Area, Brown School and Webster School.



**OTHER FACILITIES: HOSPITALS AND CHURCHES (HOSP), (CH)**

**Intent**

Hospitals and larger church properties as designated in the General Plan are retained in the Sullivan Corridor Specific Plan. Any structural expansions will require a Use Permit.

*Section 4*  
**Urban Design**

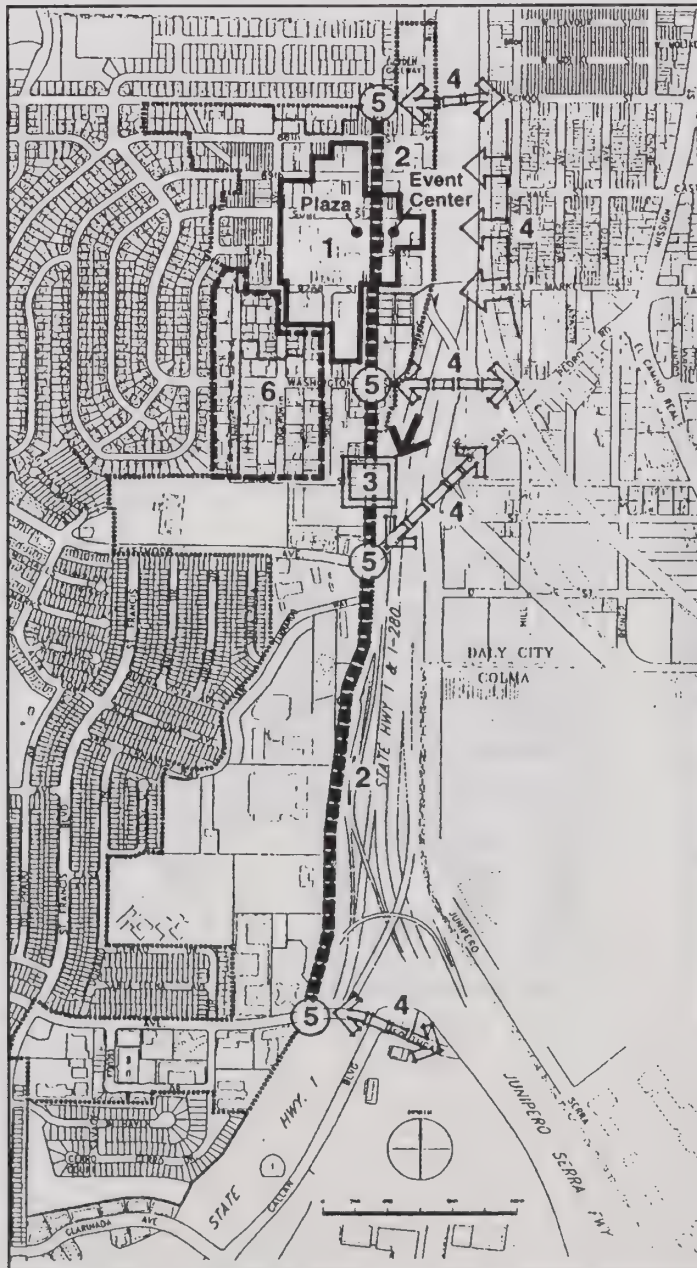


## SECTION 4 - URBAN DESIGN

### A. BACKGROUND

Urban design concepts and features are an integral part of the Specific Plan, reinforcing the land uses and providing cohesion and identity for the Plan Area and its neighborhoods. In the Concept Plan, described in Section 2, urban design concepts were explored along with land use development assumptions. This section describes those urban design concepts for both public and private sector development more fully and establishes objectives, policies and guidelines for their more detailed design in the future.

### B. URBAN DESIGN CONCEPTS



The overall urban design intent of the Specific Plan is to create a sense of place and identity for the Civic Center and the Sullivan Corridor Area to promote positive economic change throughout the area, and to allow a wide mix of uses within a quality neighborhood environment. The main urban design concepts for the Sullivan Corridor Specific Plan Area are diagrammed in Figure 7 below and outlined in the following pages.

- 1 *Establish a strong Civic Center focus*
- 2 *Strengthen Sullivan Avenue as a unifying element*
- 3 *Create a strong Area identity at the I-280 entry*
- 4 *Link the two sides of Daly City across I-280*
- 5 *Create Sullivan Corridor entries*
- 6 *Establish a unique mixed-use neighborhood*

Figure 7: Urban Design Concepts

### CONCEPT 1: ESTABLISH A STRONG CIVIC CENTER FOCUS.

Lack of visibility and community activity in the Civic Center area along with buildings and landscaping which lack unity and a distinctive character have hampered the use and economic development of the Sullivan Avenue area in the past. Improvements to increase the area's visibility and usability to the community include the following:

- Create a Civic Center Plaza as a focal point for the area and the community.
- Focus major public buildings and their entries around the City Hall Block.
- Establish a new Events Center to encourage greater public identification with the Civic Center Area.
- Establish a uniform and identifiable urban design character with landscaping, lighting, signage and street furniture.
- Increase the visual importance and prominence of Sullivan Avenue.
- Change the existing Eastmoor Avenue off-ramp freeway exit sign to "Daly City Civic Center" or a similar place-identity name.

See pages 44 and 45 for components and criteria.

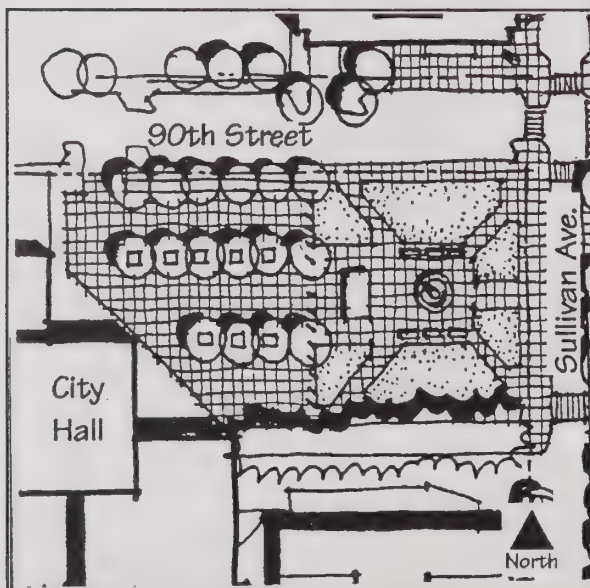


Figure 8: Civic Center Plaza Diagram

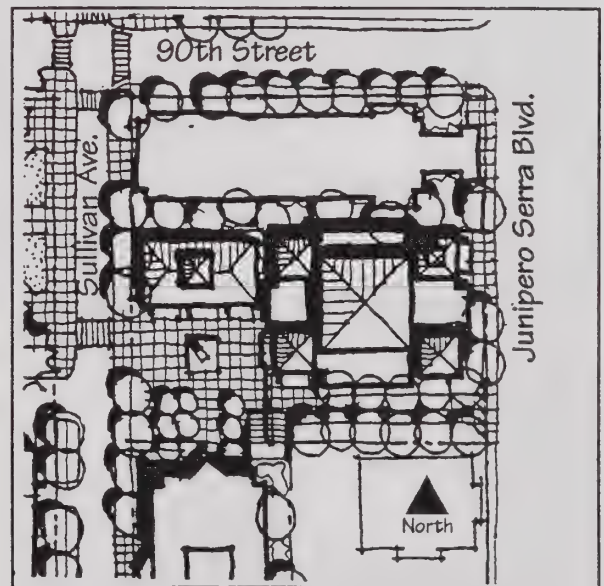


Figure 9: Event Center Diagram



## CONCEPT 2: STRENGTHEN SULLIVAN AVENUE AS A UNIFYING ELEMENT

Sullivan Avenue is the only street which runs the full length of the Specific Plan Area and links the Civic Center with Seton Medical Center and the other commercial and residential uses in the southern portion of the area. The street has the potential to draw these two areas together more strongly and encourage greater interaction among the employees and residents of the area. Methods to accomplish this linkage include the following:

- Line Sullivan Avenue with a single street tree species from 87<sup>th</sup> Street to Southgate Avenue.
- Install improved public signage along the length of the street.
- Utilize changeable banners along the street to advertise Civic Plaza events and celebrate other community activities.

See page 42 for components and criteria.

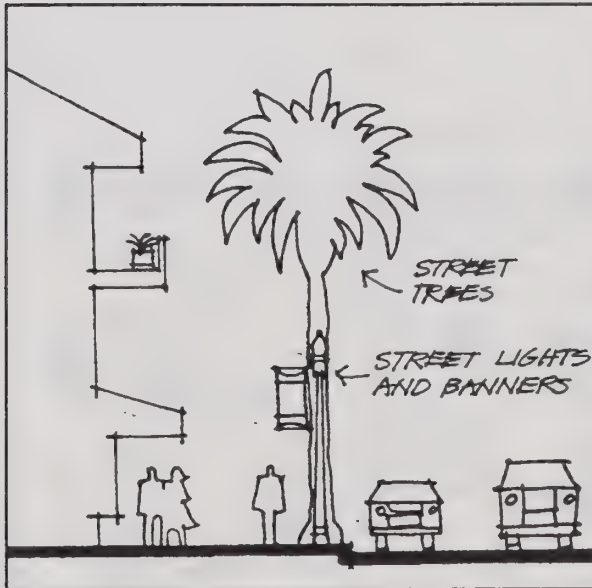


Figure 10: Street Tree Planting



Special Signage and Banners

**CONCEPT 3: ESTABLISH A STRONG AREA ENTRY AT THE NEW I-280 OFF-RAMP.**

The current off-ramp to I-280 is confusing and lacks a defined sense of entry to Daly City. The new ramp to be constructed in 1998 will improve the entry situation and open up substantial new opportunities to create a meaningful City entry and to encourage economic development in the Specific Plan Area. Elements of an improved City and District entry include the following:

- Install specially designed entry and directional signage at the off-ramp's intersection with Sullivan Avenue.
- Include special flag displays at the Sullivan Avenue intersection.
- Encourage the establishment of a unique commercial use (e.g., an Ethnic Marketplace) and architectural treatment at this City entry.

See page 43 for components and criteria.

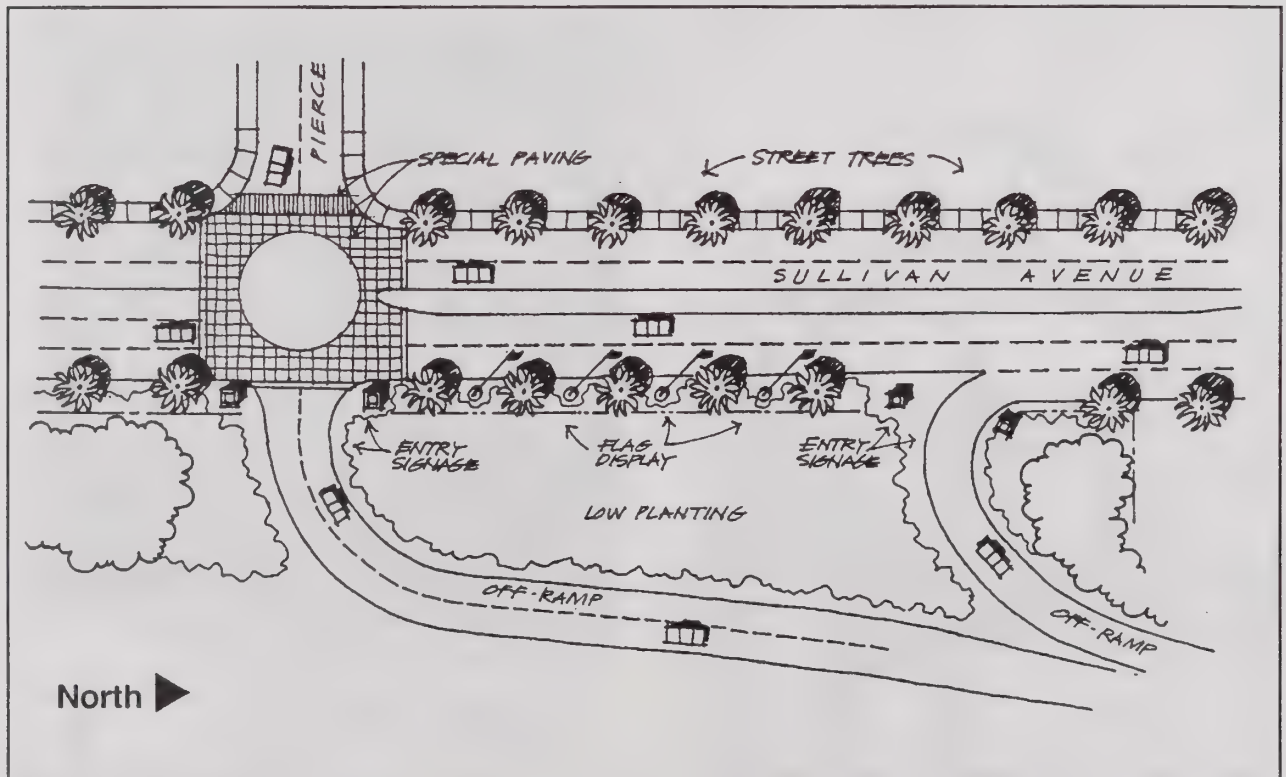


Figure 11: I-280 Entry



#### CONCEPT 4: LINK THE TWO SIDES OF DALY CITY ACROSS I-280

Daly City is separated into two halves by Interstate 280. Street linkages across this barrier are few and the change of street names from one side of the freeway to the other is confusing and implies the existence of two separate cities. In addition, views across the freeway from one area to the other are substantially restricted by landscaping growth along the western edge of I-280. Steps to more strongly link the two sides of the City together include the following:

- Open up views to the Sullivan Avenue area by selectively thinning trees along I-280.
- Encourage a tall building tower element in relation to the Events Center which will be visible from the east side of I-280 and provide identification for the Civic Center.
- Install a flag cluster and mature “landmark” trees along the I-280 edge at the Civic Center.
- Change street names for those streets crossing I-280 to be the same on both sides of the freeway.

See pages 46 and 47 for components and criteria.

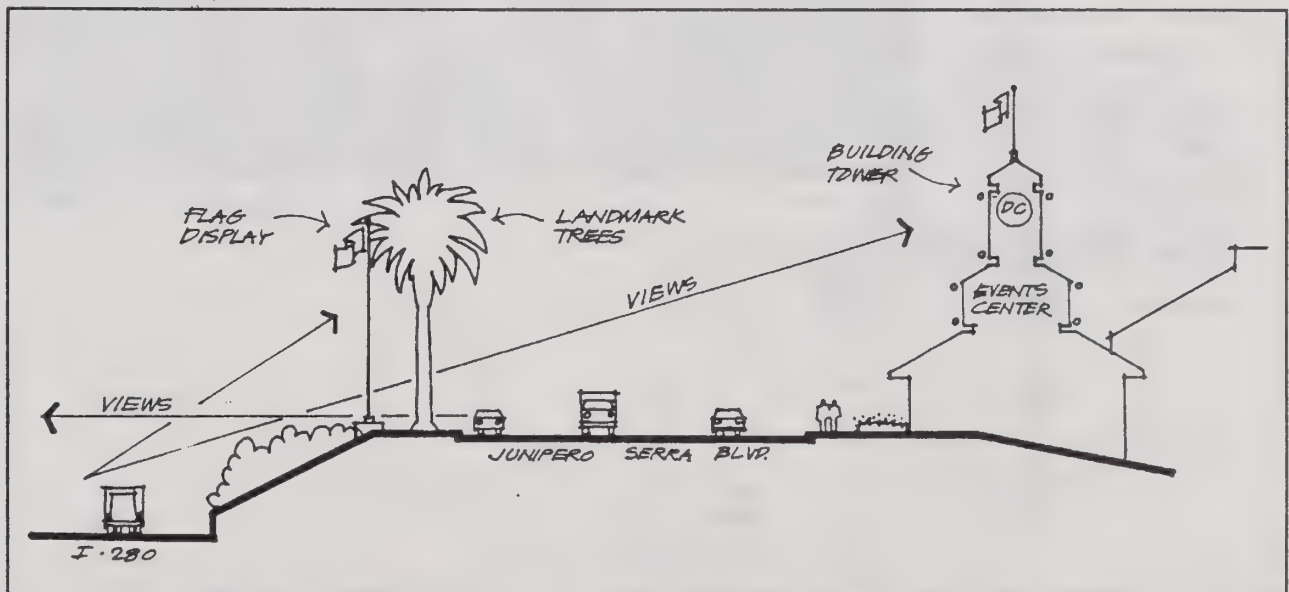


Figure 12: I-280/Junipero Serra Boulevard Edge

### CONCEPT 5: CREATE SULLIVAN CORRIDOR ENTRIES

The Civic Center and Seton Medical Center can be given more prominence by encouraging an overall sense of the Sullivan Corridor as a special Area within Daly City. Announcing the arrival into this special Area will assist in the goal. The following elements could be included:

- Create special entry signage and features at 87<sup>th</sup> Street, Washington Street, Eastmoor Avenue and Southgate Avenue.
- Utilize special street paving (e.g., interlocking pavers) for crosswalks in these intersections.

See page 43 for components and criteria.

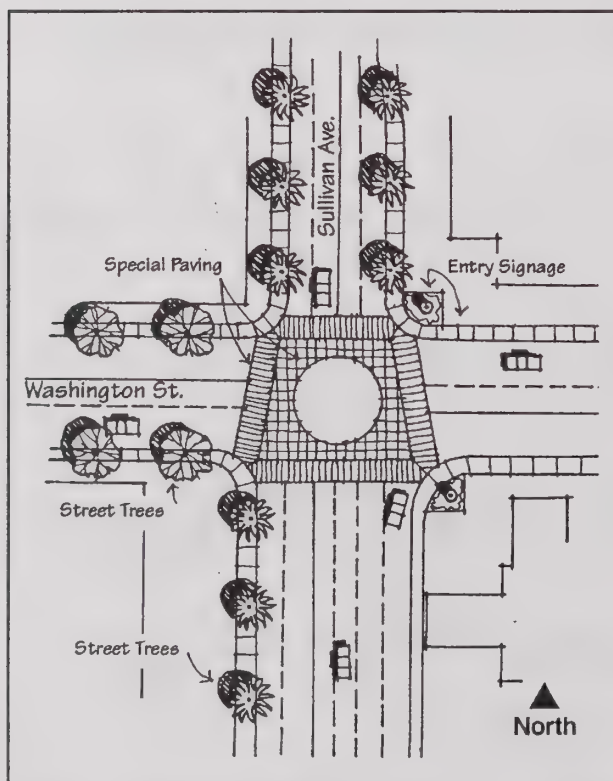


Figure 13: Entry Intersection



### CONCEPT 6: ESTABLISH A UNIQUE MIXED-USE NEIGHBORHOOD

Land uses in this area will gradually change in response to improved area access, additional office and retail development in the Civic Center and along Sullivan Avenue, and increasing land values. A wide range of uses, including residential, is envisioned for the area to take advantage of its proximity both to the Civic Center and to the Colma BART Station. The successful mixing of these uses will depend a great deal upon the environmental quality established and maintained for the area. The following elements are envisioned to assist in creating that environment, see page 45 for components and criteria:



Residential Scale Buildings

- Install street trees and pedestrian-scaled street lights throughout the neighborhood.
- Maintain a residential scale and character for all building types.
- Maintain landscaped setbacks.
- Screen on-site parking with landscaping and building elements.
- Orient building entries to the street frontage.

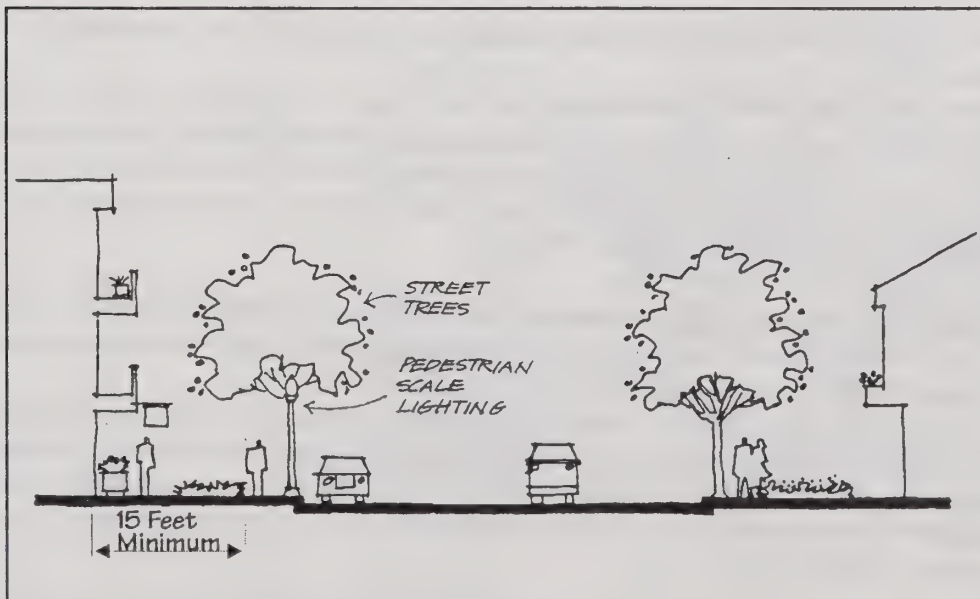


Figure 14: Street Trees and Pedestrian Lighting

## C. URBAN DESIGN POLICIES

### GENERAL

- Policy UD-1:** New development and the renovation of existing structures, shall be designed with interesting facades and an orientation to adjacent streets and pedestrian ways.  
*The intent of the Specific Plan is to create lively neighborhoods and development areas with a strong sense of community. Blank or un-interesting walls along street frontages not only reduce the visual character of an area, but also harm the safety of a neighborhood by reducing orientation and activity on the street frontages. Blank or defensive-looking facades shall be strongly discouraged. Residential and commercial buildings with direct entries onto adjacent streets and pedestrian ways are strongly encouraged and may be required.*
- Policy UD-2:** Parking for commercial uses shall be located at the back or sides of buildings, not between the fronting street and the building.  
*Encouraging pedestrian movement to and from destinations in the Specific Plan is very desirable. Interesting storefronts with displays and commercial continuity will assist in encouraging pedestrian movement and in making the walking experience more pleasant.*
- Policy UD-3:** Signage shall be adequate for its purpose and sized to its location and viewing distance.  
*Creation of a visual identity with good human scale is important to the economic and social success of the Sullivan Corridor. A hierarchy of signage is expected with sign and letter size appropriate to the required readability distance (i.e., generally 1 inch of letter height for each 50 feet of distance) and the relative importance of the message. Excessive signage shall be discouraged.*
- Policy UD-4:** Driveway conflicts with pedestrian movement sidewalks and paths shall be minimized.  
*Encouragement of pedestrian movement within the Specific Plan Area requires that such movement be relatively easy and that pedestrian/vehicular conflicts be minimized. Wherever possible, vehicular access to commercial and residential projects should be placed away from primary pedestrian routes, and driveways serving adjacent uses should be combined into a single access point.*
- Policy UD-5:** All projects shall be expected to provide substantial, high quality landscaping. The use of flowering plants and trees shall be encouraged to the reinforce visual character of the area.  
*A primary goal of this Plan is to create a high quality visual environment with a sense of place. Every effort should be made to reinforce that primary character and to soften commercial frontages and structures to blend with the surrounding environment. Flowers and landscaping can also recall Daly City's agricultural heritage as a commercial floral center.*



## CIVIC CENTER

**Policy UD-6:** The City shall plan for a Civic Center Plaza, which may be dedicated as a public park, on City Hall property at the corner of 90<sup>th</sup> Street and Sullivan Avenue for public assembly, outdoor events, informal recreation and as an entrance to City Hall.

*The Plaza is envisioned as a traditional-feeling downtown plaza, with lawns, trees, a fountain, pleasant places to sit, special lighting, a small stage, and with an adjacent multi-use courtyard which can serve as City Hall parking and entrance during business hours and as a big public space for special events. Because of the relative scarcity of public open space in the Sullivan Corridor, the Civic Center Plaza should be dedicated as a public park.*

**Policy UD-7:** Sullivan Avenue between 90<sup>th</sup> Street and 92<sup>nd</sup> Street shall be upgraded with special urban design features, including: wider sidewalk and pedestrian areas with special paving, relocation of on-street parking, cross-walks with special paving, street trees, street furniture, signage and pedestrian scale street lighting.

*In this important two block section, Sullivan Avenue will function as a linear plaza, linking public facilities and private development to help create the larger Civic Center. Street urban design standards and features for this section of Sullivan Avenue should be upgraded from the remainder of the Avenue through the Corridor.*

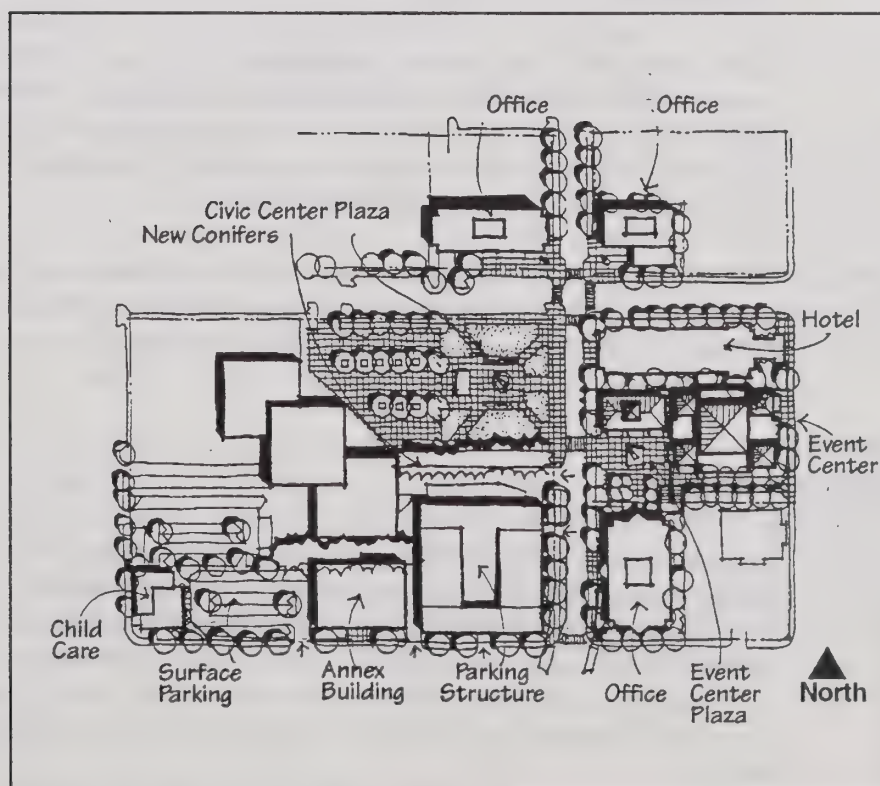


Figure 15: Civic Center Urban Design

**Policy UD-8:** Design of developments in the Civic Center Area shall be oriented to Sullivan Avenue and/or the Civic Center Plaza and shall visually contribute to the Civic Center as a significant place in Daly City.

*There are opportunity sites, both City-owned and privately-owned, in the critical two block section of Sullivan Avenue between 90<sup>th</sup> Street and 92<sup>nd</sup> Street, across from City Hall and the Plaza. Most of the visual impact of the Civic Center will be perceived from Sullivan Avenue, and it is vital to the visual identity of the Civic Center that strong and high-quality architectural and urban design features be concentrated in these areas.*

## SULLIVAN AVENUE

**Policy UD-9:** Urban design elements along Sullivan Avenue shall be specified to a higher standard of quality than normal City arterial streets.

*Because of its location and connective function, Sullivan Avenue has significance for the Specific Plan Area beyond its current traffic carrying capacity. Future growth of the Area and urban design potential suggest that Sullivan Avenue should be considered a primary street and that intersection treatments, lighting and signage should be of a special design quality.*

**Policy UD-10:** Sidewalks on Sullivan Avenue shall be widened to 8 feet, street trees should be planted along its entire length, and overhead utility lines shall be under-grounded.

*To reinforce the “primary street” visual feeling of Sullivan Avenue, wider sidewalks and a continuous street tree planting program should be implemented, along with the under-grounding of utility lines and the removal of poles. These three public urban design features will be the most effective improvements for establishing an upgraded appearance for the Avenue. Street trees should create a strong visual impression and should either be of “medium” mature size (about 40 feet tall) with mass and stature, or be taller palm trees with a distinctive character.*

**Policy UD-11:** Future developments along Sullivan Avenue shall have entries facing the street.

*Entrances and windows of commercial and governmental buildings should face Sullivan Avenue to reinforce pedestrian orientation and to add interest and vitality to the streetscape.*

## DESTINATION COMMERCIAL

**Policy UD-12:** Future development located at the intersection of Sullivan Avenue and Pierce Street shall be designed as “Landmark Buildings” suitable to a major City entry.

*Development at the new I-280 off-ramp will have a significant visual impact upon the identity and character of the Sullivan Corridor area. Future development should be of high quality design sited near the intersection and should have variety in design features. Project signage should be easily readable, but should not dominate City entry views.*



**Policy UD-13:** Future development located at or near the Sullivan Avenue/Pierce Street intersection shall be planned and designed to encourage easy pedestrian connections to the adjacent mixed-use neighborhood.

*A significant objective of the Specific Plan is to encourage a mix of compatible uses in the neighborhood north of Pierce Street. Small retail and other commercial uses, by themselves or as ground floor uses with residential or office uses above, would be appropriate near future destination commercial uses. Easy pedestrian connections can assist in creating the desired economic vitality in the area.*

**Policy UD-14:** A destination restaurant shall be encouraged at the northeast corner of Sullivan Avenue and Washington Street.

*The large existing site at this location is designated as "Retail and Office Commercial" by this Specific Plan, a classification which allows a wide range of retail and office uses. However, background market studies for this Plan identified a strong potential for a substantial regionally-oriented restaurant in the Sullivan Corridor. Such a regional use would be appropriate for this site since it does have greater freeway visibility than most other parcels in the area. In any event, owners of this large and prominent site should be encouraged to construct a significant development which can both attract people to the Sullivan Corridor Area, project a positive image from I-280, and reinforce the entry to the Area from the eastern side of Daly City.*

## MIXED-USE NEIGHBORHOOD

**Policy UD-15:** The design of individual projects and buildings in the mixed-use neighborhood shall maintain a residential visual quality and character.

*With a land use designation of Residential Retail, this existing mixed-use neighborhood is expected to continue to develop more commercial uses, along with additional residential units, through infill changes to existing parcels and through conversion of existing residential structures. Reinforcement of the residential character of the existing neighborhood, through varied roof and parapet forms, individual window openings, and substantial landscaping around individual buildings, are important in order to make the neighborhood a good place to live, provide a pleasant visual environment and allow for a graceful transition of land uses.*

**Policy UD-16:** Urban design improvements in public streets in this mixed-use residential/commercial area shall include street trees of small to medium size, pedestrian scaled street lighting, and other urban design features which will assist in retaining the residential character of the neighborhood.

*Residential-scale street tree plantings should be the primary urban design feature, but retention of the residential scale of the street sections and other appropriate residential street features should be included in any street improvements.*

**Policy UD-17: The retention of a residential-scaled neighborhood with substantial landscaping shall be encouraged by City flexibility in evaluating and applying parking standards.**

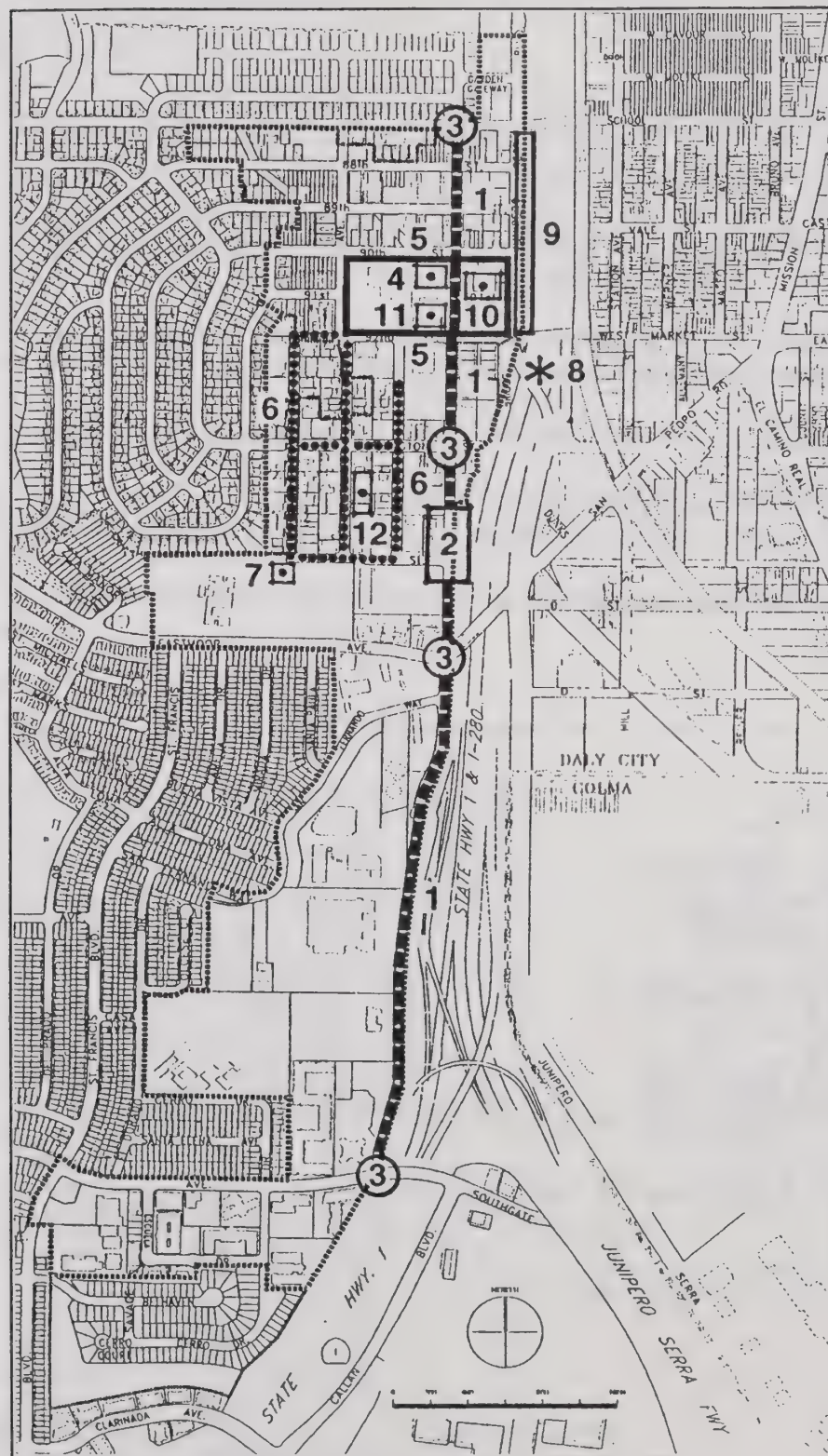
*Normally, conversion of a neighborhood such as this from residential to commercial or a mix of uses is characterized by a disjointed visual appearance and a replacement of lawns and landscaping with paving for parking. Such consequences are seldom in the best interest of optimum economic development and often lead to a substantial deterioration of the existing housing stock. Increased on-street parking resources through the use of diagonal parking, the acquisition of off-site public parking resources, the institution of in-lieu parking fees, encouragement of joint utilization of parking resources, and careful evaluation of parking needs on a case-by-case basis are all methods which can assist in maintaining the desired character and quality with the neighborhood.*

**Policy UD-18: The City, in coordination with the Jefferson School District, shall pursue the improvement of the pedestrian and visual access between the neighborhood at Pierce Street and the Brown School play fields.**

*The Brown School hillside, pine grove and play fields provide a visual, open space and recreation amenity for the Sullivan Corridor. Access from Pierce Street now consists of an old, unlighted stairway. To increase visual importance and usability, an improved ramped path, lighting and a view corridor for surveillance should be created.*



## D. PUBLIC SECTOR IMPROVEMENTS



Public sector improvements are one of the major means of achieving the urban design concepts outlined. These improvements are generally located on publicly-owned sites or within public rights-of-way. However, their implementation may be carried out by either public entities or by private property owners of adjacent development.

The principal public improvements are shown in Figure 8 and are outlined in the following pages.

- 1 *Sullivan Avenue*
- 2 *I-280 City Entry*
- 3 *Sullivan Corridor Entries*
- 4 *Civic Center Plaza*
- 5 *Civic Center Streetscapes*
- 6 *Mixed-Use Neighborhood Streetscapes*
- 7 *Brown School Pedestrian Access*
- 8 *I-280 Signage*
- 9 *I-280 Edge Improvements*
- 10 *Event Center*
- 11 *Civic Center Parking Structure*
- 12 *Off-street Parking Lots*

Figure 16: Public Sector Improvements

## 1. SULLIVAN AVENUE

### A. Components

- Street trees
- Wide sidewalks
- Special street lights
- Special signage
- Colorful banners
- Special crosswalks
- Utility under-grounding

### B. Criteria

- Urban design treatment should be consistent between 87<sup>th</sup> Street and Southgate Avenue
- Street trees should be medium-sized broad-leaved trees with some stature and character, or taller palm trees.
- Street lights should have a unique character and have integrated mast arms for banner display
- Street light poles and mast arms should have a distinctive color
- Public signage should be specially designed as a “family-of-signs” along the length of the street
- Directional signage should be designed to assist visitors in finding major destinations

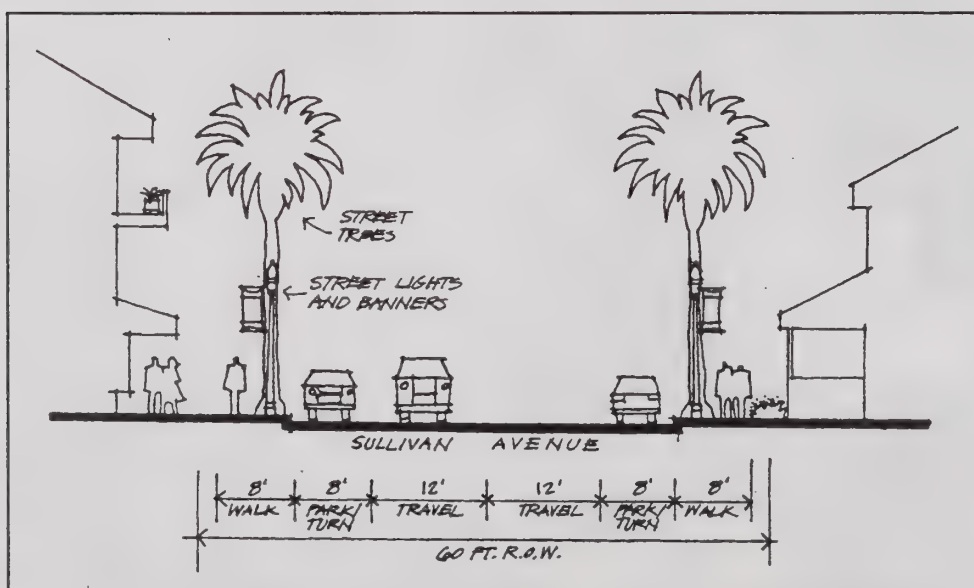


Figure 17: Sullivan Avenue Concept Section



## 2. I-280 CITY ENTRY

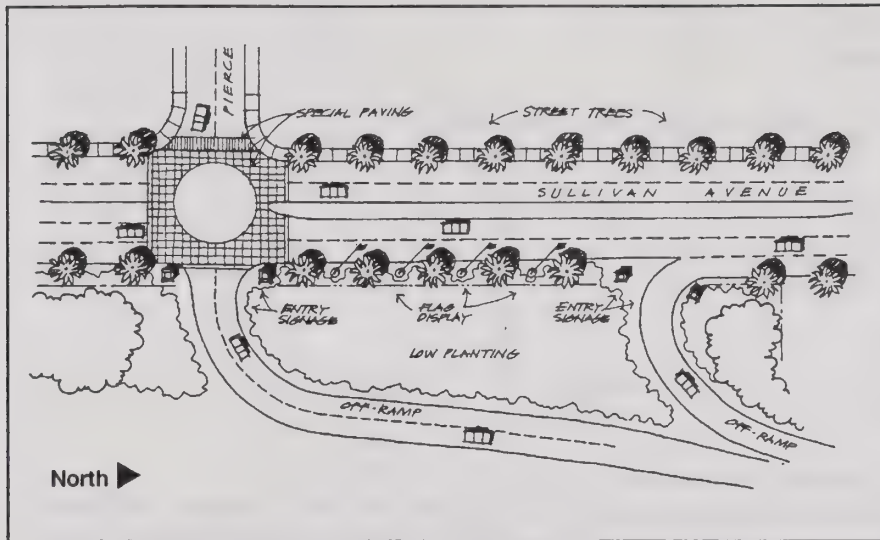


Figure 18: City Entry Diagram

### A. Components

- “Welcome” signage
- Directional signage
- Special landscaping
- Flag and banner display
- Special street paving

### B. Criteria

- Visual clutter should be minimized
- Signage colors and details should be coordinated with Sullivan Avenue public signage

## 3. SULLIVAN CORRIDOR ENTRIES

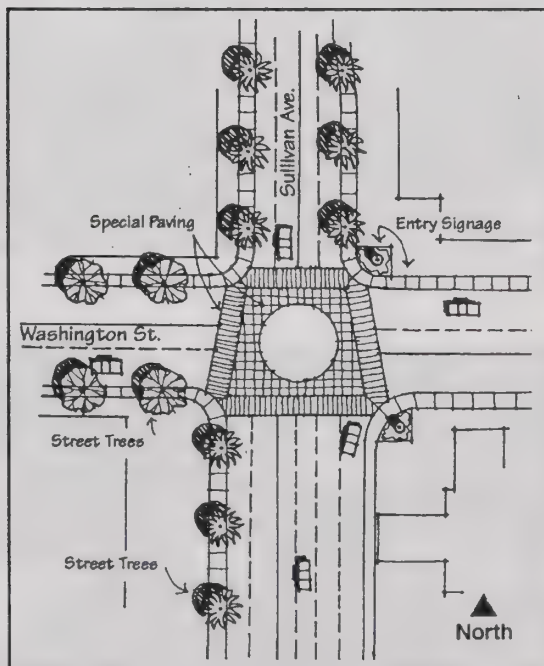


Figure 19: Corridor Entries Diagram

### A. Components

- Special crosswalk paving
- Directional signage

### B. Criteria

- Crosswalk paving should be coordinated with other crosswalks along Sullivan Avenue and with the special paving at the I-280 Entry
- Signage colors and details should be coordinated with Sullivan Avenue public signage

## 4. CIVIC CENTER PLAZA

### A. Components

- Trees, lawn and shrubs
- Walkways
- Special paving for City Hall entrance and event courtyard
- Special lighting
- Fountain
- Small stage area
- Special signage
- Benches
- Waste receptacles
- Flags

### B. Criteria

- Plaza should be at the level of surrounding sidewalks and streets
- Special paving should be carried through to the City Hall entry to allow expanded space for special events such as festivals, art shows, farmers markets, and other public activities.
- Special paving and lighting should be carried along the Sullivan Avenue frontage up to 92<sup>nd</sup> Street
- Planting areas for flowers and seasonal change should be planned into the Plaza

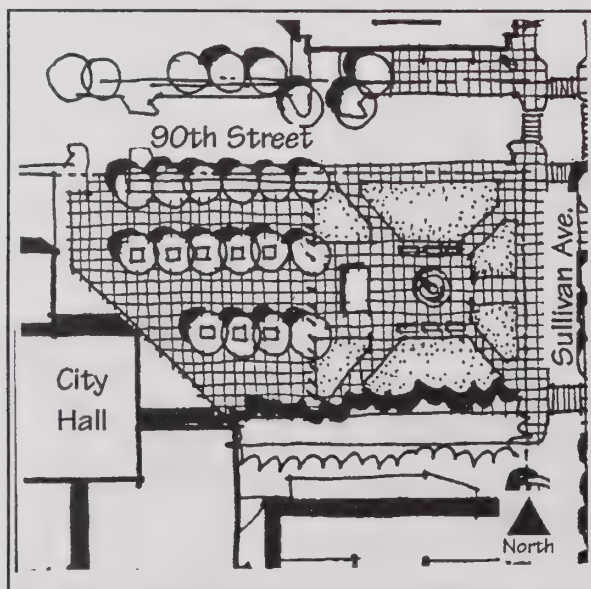


Figure 20: Civic Center Plaza Diagram  
See also Figure 15



Plaza Courtyard



Civic Center Plaza



## 5. CIVIC CENTER STREETSCAPES

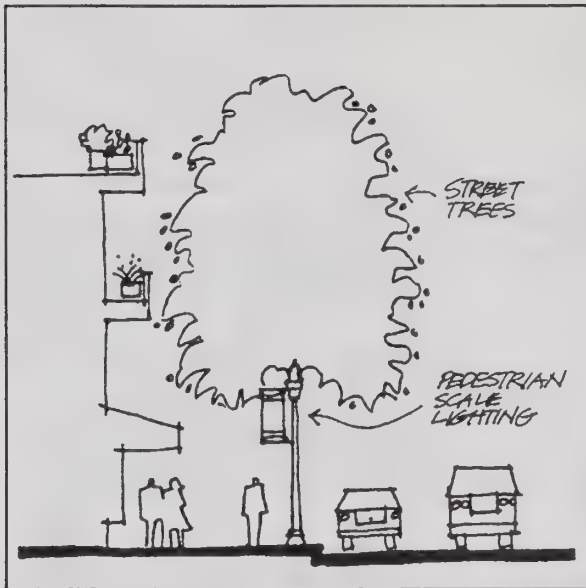


Figure 21: Civic Center Streetscape

### A. Components

- Street trees
- Special pedestrian scale lighting
- Directional signage

### B. Criteria

- Special directional signage should be located at the Junipero Serra Boulevard intersections with 90<sup>th</sup> and 91<sup>st</sup> Streets
- Special lighting should match that used at the Civic Center Plaza

## 6. MIXED-USE NEIGHBORHOOD STREETSCAPES

### A. Components

- Street trees
- Pedestrian scale lights
- Diagonal parking at selected locations

### B. Criteria

- Pedestrian scale lights should have a residential neighborhood scale character
- The same street tree species should be used throughout the neighborhood

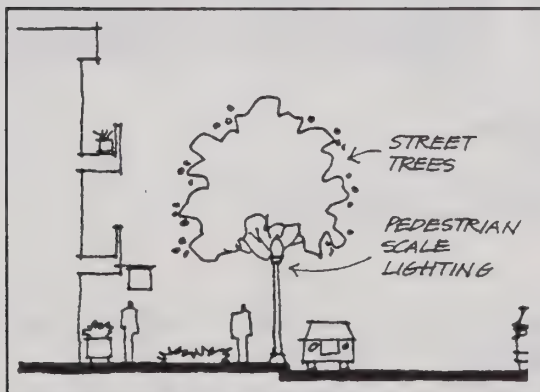


Figure 22: Mixed-Use Streetscape

## 7. BROWN SCHOOL PEDESTRIAN ACCESS

### A. Components

- ADA-accessible ramped path
- Pedestrian scale lighting

### B. Criteria

- Existing trees should be thinned to provide a view and surveillance corridor
- Ledge or bench seating should be provided at points along the edge of the path
- See Figure 4 on page 7 for general location

## 8. I-280 SIGNAGE

### A. Components

- Name change on standard highway exit signage panel

### B. Criteria

- Change the exit name from “Eastmoor” to “Daly City Civic Center” or a similar name to identify the Area

## 9. I-280 EDGE IMPROVEMENTS

### A. Components

- Flags and/or banners
- Large, distinctive trees
- Freeway screen planting selective trimming
- Civic Center identifying landmark

### B. Criteria

- A minimum of five flag poles should be installed
- Trees should be tall, distinctive and with a high canopy, such as Italian Stone Pines or Washington Palms, spaced apart for views
- Views from I-280 and from the east side to the Civic Center should be maintained by selective trimming of freeway landscaping
- Civic Center identifying landmark could be included as part of the future Event Center

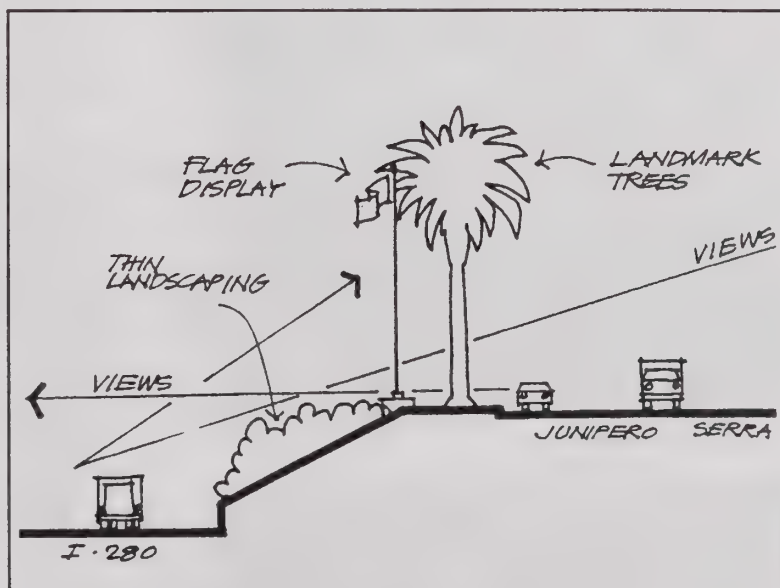
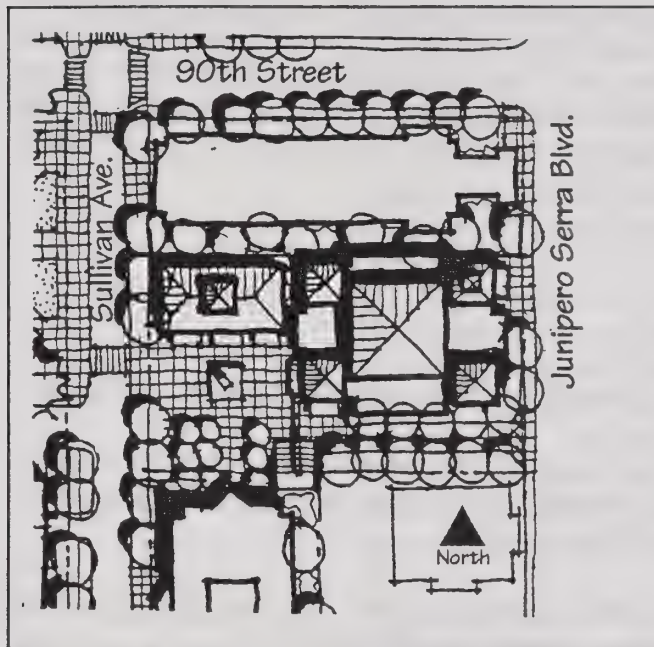


Figure 23: I-280 Edge Improvements



## 10. EVENT CENTER



**Figure 24: Event Center**  
*See also Figure 15*

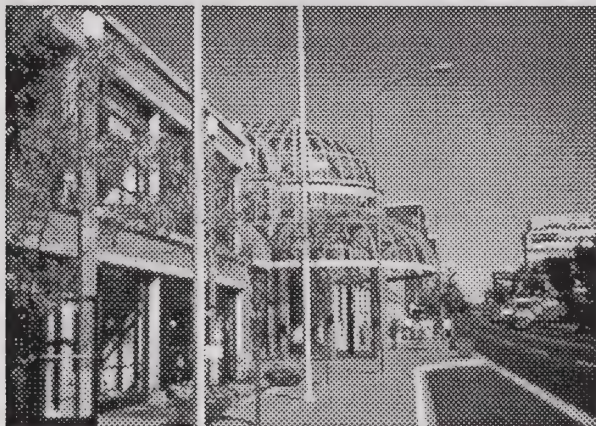
### A. Components

Components will depend upon a detailed community needs assessment. However, it might contain the following:

- Performing arts space
- Community meeting and conference rooms
- Kitchen and banquet facilities

### B. Criteria

- Development of the Event Center will be dependent upon a detailed needs analysis and feasibility study
- The Center should contain an identifying tower element with lighting and signage which is visible from I-280 and the east side of the freeway
- Outside meeting and events space should be provided
- The Center should be strongly oriented to Sullivan Avenue



**Event Center**

## **E. DESIGN GUIDELINES**

Design Guidelines have been prepared for those planning sub-areas which will be the most important in shaping the identity and visual character of the Sullivan Corridor and which will have the most potential for development and change. These guidelines supplement the Urban Design Concepts and Urban Design Policies which have been presented earlier in this Section. For additional general design guidance, applicants should refer to the *Daly City Guidelines for Small Residential and Mixed Use* and the *Colma BART Station Area Specific Plan*.

### **CIVIC CENTER**

#### **Site Planning**

- Guideline CC-1:** **Orient buildings to the Civic Center Plaza and City Hall block whenever possible.**  
*The Plaza will be the central and unifying urban design element in the Civic Center area. Much of the visual definition of the Plaza space will be from the facing and adjoining building elements.*
- Guideline CC-2:** **Buildings should be sited close to front property lines and adjacent streets, particularly along Sullivan Avenue and 90<sup>th</sup> Street.**  
*It is very important to the urban design character of the Civic Center that buildings, rather than parking or other site features, be planned and designed for the street frontages.*
- Guideline CC-3:** **The Civic Center Plaza, walkways, sidewalks and other pedestrian-serving site elements should be linked together whenever possible.**  
*The intent is create a network of convenient and visually pleasing pedestrian features throughout the Civic Center in order to promote pedestrian circulation.*
- Guideline CC-4:** **Retail, other commercial and/or visitor serving uses should be located along ground floor frontages facing the streets and pedestrian ways.**  
*Pedestrian oriented building frontages will reinforce and encourage use of the walkways and Plaza. Even in government buildings, space on the ground floor adjacent to the streets should be considered for leased commercial and/or visitor and client uses.*
- Guideline CC-5:** **Off-street parking along the street frontages will be discouraged.**  
*Parking should be located behind buildings or below grade whenever possible. In cases where parking lots must be located on the street, low walls and/or a substantial landscape screen setback should be required.*



## **Buildings**

- Guideline CC-6:** Buildings entrances should be oriented to and visible from the adjacent streets, especially those buildings located along Sullivan Avenue or 90<sup>th</sup> Street.  
*Buildings in the Civic Center Area should not turn their backs to the adjacent streets in favor of frontage on rear parking areas. Second entries related to parking areas are allowed and encouraged. Pass-throughs between buildings should connect parking lots with street sidewalks or pedestrian areas.*
- Guideline CC-7:** Building heights along the street frontages in the Civic Center Area should be limited to four stories or less, and building mass above that should be visibly stepped back from the street.  
*Approximately four stories is the general height of taller existing buildings (including City Hall) which create much of the visual character of the Civic Center. Care should be taken with architectural massing in new buildings or renovations, so that one building does not dominate the Civic Center area as viewed from the streets..*
- Guideline CC-8:** Building frontages along the streets or pedestrian ways in the Civic Center area should be articulated with entries, windows, awnings, planters, signage and/or other design features.  
*In new buildings or renovations, facades at street and pedestrian level should be articulated to provide a pedestrian scale instead of large, blank or uninteresting facades. Urban design elements should be located at street level added for interest, vitality and color.*

## **Landscaping**

- Guideline CC-9:** Solid material fences or high walls along street frontages are discouraged.  
*Open fencing, such as wrought iron, and low walls no more than 4 feet high should be used where necessary.*
- Guideline CC-10:** Accent landscaping and planters with flowers and color are encouraged along the street frontages of developments in the Civic Center area.
- Guideline CC-11:** Where required, street trees must match the species, size and spacing as specified in urban designs for Sullivan Avenue.
- Guideline CC-12:** Special paving textures and colors are encouraged in setback areas and where vehicular entries cross pedestrian areas.

### Signage

- Guideline CC-13:** Identification and directional signage in the Civic Center area should be part of an overall urban design plan and should be coordinated with Sullivan Avenue and other Specific Plan urban design areas.
- Guideline CC-14:** Commercial signage should be generally compatible with the overall Civic Center signage scheme.  
*Graphic and iconic signage is encouraged to add visual interest to the area, within the context of the overall Civic Center signage concept.*

## SULLIVAN AVENUE

### Site Planning

- Guideline SA-1:** Buildings and entrances should be oriented to the Sullivan Avenue street frontage and buildings should be located on the site close to the street.  
*Buildings in new developments or renovations should address Sullivan Avenue rather than side streets or parking areas.*
- Guideline SA-2:** Sidewalks and other pedestrian-serving site elements should be linked together whenever possible.  
*Sullivan Avenue, as an arterial street, should provide a pedestrian linkage through the Specific Plan Area.*
- Guideline SA-3:** Retail or other commercial and/or visitor serving uses should be located along ground floor frontages facing the streets and pedestrian ways.  
*The narrow, two-lane configuration of Sullivan Avenue allows the opportunity for the street to become a pedestrian-friendly and visually interesting area.*
- Guideline SA-4:** Off-street parking along the street frontages will be discouraged.  
*Parking should be located behind buildings whenever possible. In cases where parking lots must be located on the street, low walls and/or a landscape screen setback be required.*

### Buildings

- Guideline SA-5:** Building heights along the Sullivan Avenue street frontage should be kept at three stories and below, and building mass above that should be visibly stepped back from the street.
- Guideline SA-6:** Building frontages on the streets or pedestrian ways along Sullivan Avenue should be articulated with entries, windows, awnings, planters, signage and/or other design features.  
*In new buildings or renovations, facades at street and pedestrian level should be articulated to provide a pedestrian scale instead of being extensive or blank. Urban design elements should be at street level for interest, vitality and color.*



### Landscaping

- Guideline SA-7:** Solid material fences or high walls along street frontages are discouraged. *Open fencing, such as wrought iron, and low walls no more than 4 feet high are encouraged where they are necessary.*
- Guideline SA-8:** All developments and renovations on Sullivan Avenue should include landscaping, where possible, for accent, color, screening and to soften the visual feel of the street.
- Guideline SA-9:** Street trees must match the species, size and spacing as required in urban designs for all of Sullivan Avenue between 87<sup>th</sup> Street and Southgate Avenue.
- Guideline SA-10:** Special paving textures and colors are encouraged in setback areas and where vehicular entries cross pedestrian areas.

### Signage

- Guideline SA-11:** Identification and directional signage along Sullivan Avenue should be part of an overall urban design plan and should be coordinated with the Civic Center and other Specific Plan urban design areas.
- Guideline SA-12:** Graphic and iconic signage should be used to add visual interest to the area.  
*Projecting front-lighted signs and graphics on awning fronts can help in creating visual interest and color.*

## DESTINATION COMMERCIAL

### Site Planning

- Guideline DC-1:** Buildings should be oriented to and located near the corner of Sullivan Avenue and Pierce Street.  
*The intersection of Sullivan Avenue and Pierce Street is the location of the new I-280 off ramp and the destination commercial buildings, rather than parking areas, should create the first visual impression.*
- Guideline DC-2:** Parking lots and access drives should not be located at the corner of Sullivan Avenue and Pierce Street and should not occupy more than 30% of the Sullivan Avenue frontage of any parcel in this destination commercial area.
- Guideline DC-3:** Sullivan Avenue site planning design guidelines will apply to the Destination Commercial area.  
*Although the design character of the Destination Commercial area may be different, some urban design continuity should be maintained along Sullivan Avenue.*

- Guideline DC-4:** Special pedestrian walkways and linkages to the adjacent mixed-use neighborhood should be provided.  
*The mixed-use neighborhood may have commercial uses which are closely related to the Destination Commercial area.*

### **Buildings**

- Guideline DC-5:** Sullivan Avenue building design guidelines will apply to the Destination Commercial area.
- Guideline DC-6:** Buildings in the Destination Commercial area at the I-280 City Entry must be architecturally strong, with a definite character which is identifiable in the Sullivan Corridor and Daly City.  
*An ethnically-oriented marketplace with a distinctive architectural character is the preferred commercial development at this location. Other commercial developments proposed here should demonstrate a strong and high quality of architectural design.*

### **Landscaping**

- Guideline DC-7:** Landscaping for the Destination Commercial area should be coordinated with the I-280 City Entry public improvements.  
*Planned I-280 Entry improvements include welcome and directional signage, special landscaping, flag and banner display and special street paving.*
- Guideline DC-8:** Sullivan Avenue landscaping design guidelines will apply to the Destination Commercial area.  
*The street tree planting scheme for Sullivan Avenue should be carried through the Destination Commercial area.*
- Guideline DC-9:** Landscaping and/or low walls should be provided along parking lot sections fronting on Sullivan Avenue and Pierce Street.

### **Signage**

- Guideline DC-10:** Destination commercial signage must be compatible with I-280 City Entry signage.  
*The commercial signs size, location, and content at any location visible from Sullivan Avenue or Pierce Street should fit with the public I-280 Entry signs.*

## **MIXED-USE NEIGHBORHOOD**

### **Site Planning**

- Guideline MU-1:** In the Mixed-Use Neighborhood, a basic residential character with design unity for each street frontage block should be maintained.  
*In new developments, renovations or existing structure conversions, a consistent orientation of building facades parallel to the street, with building setbacks generally matching the existing should be utilized.*



**Guideline MU-2:** Retail and/or other commercial uses which may be included in a mixed-use development, should be located along ground floor frontages facing the streets and pedestrian ways.

*Upper floors and rear site locations should be used for residences.*

**Guideline MU-3:** On-site parking for commercial or residential developments should be placed in rear lot locations or in below grade garages.

*Required off-street parking should not visually dominate the street frontages.*

### **Buildings**

**Guideline MU-4:** Building heights at the street frontages should be kept at two stories and below, and building mass above that up to a maximum height of three stories should be visibly stepped back from the street.

*The residential scale of the neighborhood is partly defined by the two-story buildings, which should be retained.*

**Guideline MU-5:** Building facades over 50 feet in length must be visually divided into smaller segments consistent with those of existing buildings along the street.

*Parcel widths for residential uses are generally between 40 and 50 feet. Larger new buildings should be segmented to assist in matching this residential character.*

**Guideline MU-6:** Roof heights and profiles should be varied, especially for buildings over 50 feet in length, to be consistent with the character of existing individual residential structures.

*Long un-broken roof or parapet lines are not consistent with neighborhood.*

**Guideline MU-7:** New building designs should contain residential scale features on facades facing street frontages such as bay windows or recessed windows, recessed entries, recessed garage doors and flower boxes.

*Large, un-articulated walls and ribbon windows will not contribute to the urban design quality of the neighborhood.*

**Guideline MU-8:** Drives and garage entrances should be limited in width.

*Narrow drives, single bay garage doors and tandem parking are other Daly City residential design characteristics which should be encouraged in the mixed-use neighborhood.*

### **Landscaping**

**Guideline MU-9:** Landscaping in developments must be coordinated with public street landscaping and urban design improvements.

*Public improvements include street tree planting and residential scale lighting.*

**Guideline MU-10:** Substantial landscaping must be included in the street frontages of all developments.

*As in the existing neighborhood, a green edge should be continued along the street frontages to soften the relatively dense building coverage.*

## Signage

**Guideline MU-11:** Adequate signage should be provided for business or residential identification and street numbers, but unnecessary signs should be avoided.

*Signs should be kept in scale and character with buildings and the neighborhood.*

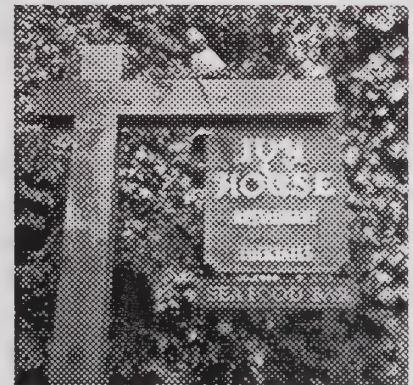
**Guideline MU-12:** In the Mixed-Use Neighborhood, signage should be limited to the following types:

- Wall-mounted signs with individual applied letters. Letter heights should not exceed a maximum of 12 inches.
- Projecting signs attached to building facades with a maximum area of 6 sq. ft. and letter heights not to exceed a maximum of 4 inches.
- Free standing yard signs with a maximum sign area of 6 sq. ft., a maximum height above ground of 8 ft. and letter heights not to exceed a maximum of 4 inches.
- Ground or monument signs with a maximum sign area of 12 sq. ft. including the frame, a maximum height of 5 ft. and letter heights not to exceed a maximum of 6 inches.

*Signs should be kept in scale and character with buildings and the neighborhood. Buildings, portions of buildings or awnings should not be treated as giant signs. Interior illuminated cabinet signs should not be used in the mixed-use neighborhood.*



Wall Sign



Free Standing Sign



## *Section 5* **Transportation**

## SECTION 5: TRANSPORTATION

### A. BACKGROUND

The transportation section of the Sullivan Corridor Specific Plan is based on analysis of existing and future transportation conditions in the Specific Plan Area, and on discussions during the planning process with Daly City staff, SAMTRANS staff and other transportation professionals. Specific Plan land use designations and concepts have been evaluated for potential transportation impacts and improvements. Currently planned street improvements have been included in the planning analysis. Transportation goals, objectives and plans are presented for streets and roadways, transit, bicycle and pedestrian facilities and parking.

Previous Sullivan Corridor Specific Plan reports that have focused on the transportation impacts include *Development Potentials Evaluation (December, 1996)*, *Alternative Plans Evaluation (March 1997)*, and *Alternative Plans Evaluation (May, 1997)*.

### B. CIRCULATION GOALS AND OBJECTIVES

#### **Goal 1: Provide adequate and safe street and roadway circulation in the Specific Plan Area**

##### **Objective 1.1: Improve circulation on Sullivan Avenue**

*An opportunity exists to reduce vehicle delays and improve vehicle efficiency by selectively removing existing north-south stop signs along Sullivan Avenue. North of 92nd Street, where there are five study intersections that are all-way-stop-controlled. Future volumes at these intersections with the proposed project indicate that minor street traffic would continue to be light (less than 100 peak hour vehicles at some locations) and requiring north-south traffic to stop would not be efficient.*

#### **Goal 2: Maximize public transit utilization in the Specific Plan Area**

##### **Objective 2.1: Improve transit connections to and from the Colma BART Station**

*Existing SAMTRANS bus routes, 20J and 21A, which provide access to and from the Colma BART Station could be improved with additional buses and/or new routes. Shuttle service from the Civic Center and Seton Hospital should be investigated. Pedestrian and bicycle access routes from Land Uses and facilities which would generate traffic (such as the proposed Events Center) could be established to provide the most direct access to the Colma BART Station.*



**Objective 2.2: Improve transit access to the area**

*With the addition of commercial and governmental development, specific SAMTRANS routes may have to be modified by way of scheduling and/or route modifications to better serve the Sullivan Corridor.*

**Goal 3: Reduce vehicular trips in the Specific Plan Area**

*The Transportation component of the Daly City Sullivan Corridor Specific Plan will be provided to the Multi-City Transportation System Management Association (MTSMA) for their review and consideration.*

**Objective 3.1: Require that Transportation Demand Measures (TDM) plans be prepared for larger new developments in the Sullivan Corridor**

*Transportation Demand Measures (TDM) could include preferential carpool/vanpool parking provisions, subsidized transit tickets (BART and SAMTRANS) and subsidized vanpools, as well as bike racks/locker storage areas for those bicycling or walking.*

**Goal 4: Improve pedestrian and bicycle circulation within the Specific Plan area and to outside destinations**

**Objective 4.1: Increase the ease of pedestrian circulation**

*Wider sidewalks and pedestrian areas at the Civic Center and along Sullivan Avenue will encourage pedestrian movement in the Sullivan Corridor. New pedestrian routes should be considered for connections to Colma/BART and Mission Street commercial areas.*

**Objective 4.2: Establish bike routes in the Plan Area**

*Sullivan Avenue could be designated as a bike route (Class III) connecting entries to the Sullivan Corridor, and all of the other arterial and collector streets in the Plan Area should be considered for bike routes. Convenient bike routes to the Colma/BART station and bike facilities should be developed.*

**Goal 5: Maximize use of parking resources in the Specific Plan Area**

**Objective 5.1: Plan for development of a public parking structure at the Civic Center**

*For efficiency and maximum utilization of land at the Civic Center, a public parking structure serving government offices, commercial development and the Event Center should be investigated.*

**Objective 5.2: Plan for joint utilization of parking resources**

*In the mixed-use Residential/Retail neighborhood, joint utilization of parking resources, additional on-street parking and development of off-street public lots, would encourage commercial development.*

## C. CIRCULATION PLAN

### Existing Street Network

Regional road access is provided by Interstate 280 and State Route 1.

Arterial streets in the Specific Plan Area are Junipero Serra Boulevard, Sullivan Avenue, Eastmoor Avenue and Southgate Avenue; San Fernando Way is a collector street.

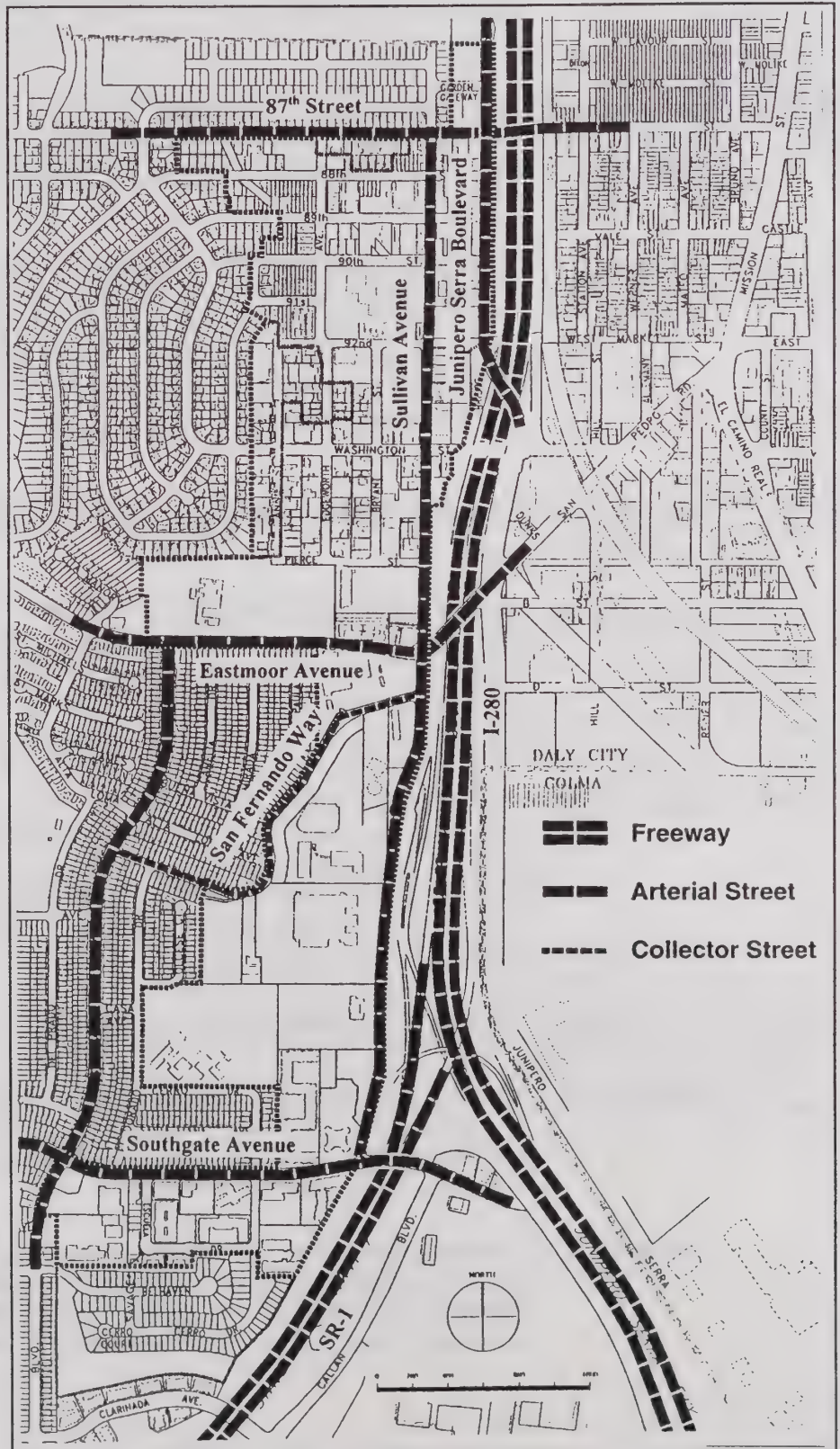


Figure 25: Existing Street System



### **Existing Study Intersections**

Intersection operation is usually considered one of the critical factors in determining the traffic handling capacity of an arterial or corridor. Based on discussions with Daly City Engineering staff, the following 13 intersections were selected for evaluation of current operational characteristics and determination of potential operational impacts due to future changes in the Specific Plan Area:

1. 87th/Sullivan	All-way-stop
2. 88th/Sullivan	All-Way-Stop
3. 89th/Sullivan	All-Way-Stop
4. 90th/Sullivan	All-Way-Stop
5. 91st/Sullivan	All-Way-Stop
6. 92nd/Sullivan	Two-Way-Stop (92nd Street)
7. Washington/Sullivan	Signalized
8. Eastmoor SB off/Sullivan	Stop-Sign (NB Sullivan)
9. Pierce/Sullivan	Stop-Sign (Pierce)
10. Eastmoor-San Pedro/Sullivan	Signalized
11. San Fernando/Sullivan	Stop-Sign (San Fernando)
12. I-280-SR 1 NB On/Sullivan	Signalized
13. Southgate/Sullivan	Signalized

Peak period (7:00-9:00 AM, 4:00-6:00 PM) turning movement volumes for the 13 study intersections were determined and are shown in Figure 28.

### **Existing Intersection Operation**

Level-of-Service (LOS) for the Specific Plan Area intersections are shown in Table 1. Currently, two intersections are experiencing congestion during the peak hours. The intersection of Sullivan/Eastmoor southbound off-ramp is operating at LOS "E" during the AM peak hour and LOS "F" during the PM peak hour. The LOS at this location refers to the northbound stop-sign controlled movement on Sullivan Avenue. All other turning movements are free-flowing. In addition, the Sullivan/San Fernando intersection is operating at LOS "E" and "F" during the same time periods. In both time periods, this LOS refers to the eastbound left-turn movement from San Fernando onto Sullivan Avenue.

All other project study intersections are operating at LOS "C" or better during the peak hours.





**TABLE 1:  
EXISTING INTERSECTION LEVEL-OF-SERVICE AM AND PM PEAK HOUR<sup>[1]</sup>**

Intersection		AM LOS	PM LOS
1. 87th/Sullivan	All-way-stop	B ---	C ---
2. 88th/Sullivan	All-Way-Stop	A ---	A ---
3. 89th/Sullivan	All-Way-Stop	A ---	A ---
4. 90th/Sullivan	All-Way-Stop	A ---	A ---
5. 91st/Sullivan	All-Way-Stop	A ---	A ---
6. 92nd/Sullivan	Two-Way-Stop	A ---	A ---
7. Washington/Sullivan	Signalized	A 0.26	A 0.57
8. Eastmoor SB off/Sullivan	Stop-Sign (NB Sullivan)	E ---	F ---
9. Pierce/Sullivan	Stop-Sign (Pierce)	C ---	C ---
10. Eastmoor-S. Pedro/Sullivan	Signalized	A 0.38	A 0.46
11. San Fernando/Sullivan	Stop-Sign (San Fernando)	E ---	F ---
12. I-280-SR 1 NB On/Sullivan	Signalized	A 0.20	A 0.32
13. Southgate/Sullivan	Signalized	A 0.19	A 0.36

[1]. Signalized LOS based on a planning methodology with operational capacities (CCTA).

### Currently Planned Circulation Improvements

In the Sullivan Corridor Area, circulation improvements are currently planned between the Pierce/Sullivan and the Washington/Sullivan intersections as shown in Figure 29. The improvements would be done in stages as follows:

Stage 1: Widen the east side of Sullivan Avenue between the existing Eastmoor off-ramp to about 100 feet north of Washington Street.

Relocate the existing utility overcrossing (over I-280/U.S. 101) to the north.

Stage 2: Extend the Eastmoor off-ramp to the Pierce/Sullivan intersection where it would comprise the westbound approach leg--the existing Eastmoor off-ramp would re-designed for northbound (Sullivan Avenue) only traffic.

Install a new retaining wall along the extended off-ramp to Pierce Street.

Install new traffic signal at the Pierce/Sullivan intersection.

Modify the existing traffic signal at the Washington/Sullivan intersection.

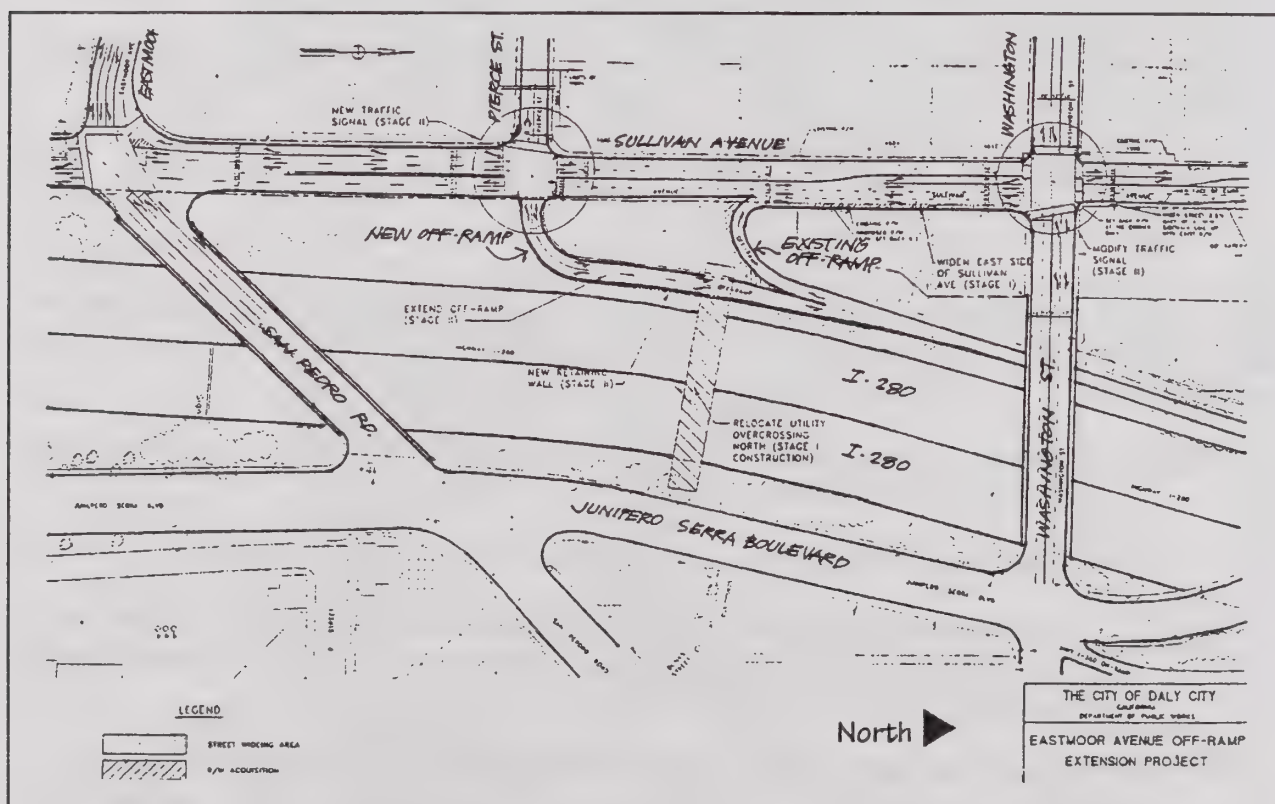
The end result of the above improvements would be to improve vehicle circulation from the Eastmoor off-ramp onto Sullivan Avenue as well as widen Sullivan Avenue in the Washington Street area. The project is currently planned for construction in 1998.

The City is also considering further improvements along the Sullivan Avenue Corridor which would extend from Washington Street north to 87th Street. There are two improvement options which the City is considering as follows:

Option 1: Widen Sullivan Avenue to four travel lanes with no parallel street parking.

Option 2: Widen Sullivan Avenue to two travel lanes with a two-way left-turn lane. Parallel street parking would still be allowed.

Currently, the City has not chosen either of these options pending the results of further transportation studies. In addition to the planned traffic signal at the Pierce/Sullivan intersection, traffic signals may be needed at other un-signalized study locations which are currently experiencing traffic congestion during the peak hour. This would include the intersection of San Fernando/Sullivan. Increases in traffic may cause this location to meet signal warrants as specified by Cal Trans.



**Figure 27: Planned Circulation Improvements**

### Specific Plan Land Uses

For the Sullivan Corridor Specific Plan, project trips were evaluated in terms of daily and PM peak hour trip generation based on assumed land use changes and densities developed during the planning process. Vehicle trip generation for the Plan has been based on the Institute of Transportation Engineers (ITE) trip research for office, retail, hotel, and residential development. In addition, detailed discussions were held with Daly City staff with regards to Events Center uses.



With a portion of the Plan being commercial-retail in nature and located along a major thoroughfare, some project trips would represent existing traffic diverted from other primary trip purposes. ITE identifies these trips as "pass-by" in nature. Based on ITE research, 45 percent of the commercial-retail and service-commercial project trips would be considered pass-by trips.

Daily and PM peak hour trip generation for future growth is shown in Table 2. The designated land uses would generate 14,241 daily trips and 1,149 PM peak hour trips.

#### **Future Traffic Conditions**

To accurately assess the transportation impacts of the Sullivan Corridor Specific Plan, a future baseline condition was established to include other cumulative growth in the Area. The Specific Plan was then added to the future base conditions so as to include all projected growth within the Sullivan Corridor.

The *Colma BART Station Area Specific Plan and EIR* contain the most recent projections for cumulative growth in the Sullivan Corridor Specific Plan Area. Using 2010 as the future base year, PM peak hour projections were taken directly from the BART Station Specific Plan. These projections contain cumulative traffic growth for the year 2010 with the BART station, BART Specific Plan, and BART extension to San Francisco International Airport. The BART Specific Plan traffic analysis evaluated future conditions for only the PM peak hour.

Year 2010 future base PM peak hour volumes were available for the intersections of Sullivan/Washington, Sullivan/Pierce/Eastmoor SB Off-ramp, Sullivan/Eastmoor, Sullivan/I-280-Hwy. 1 On-ramp intersections. Peak hour volumes were projected manually through the remaining study intersections along the Sullivan Avenue corridor. Existing plus year 2010 future base volumes are shown in Figure 30.

With 2010 future base volumes, PM peak hour study intersection LOS were re-calculated and are shown in Table 3. Four study intersections would change LOS with future base volumes. The intersection of Sullivan/92nd would change from LOS "A" to "B", while the signalized intersection of Sullivan/Washington would change from LOS "A" to "C". The existing intersection of Sullivan/Eastmoor Southbound Off-ramp would become a free right merge. The newly signalized intersection of Sullivan/Pierce/Eastmoor Southbound Off-ramp would be operating at LOS "A". Finally, the intersection of Sullivan/Eastmoor-San Pedro would change from LOS "A" to "B" during the PM peak hour.

All other project study intersections would remain unchanged from existing conditions.

**TABLE 2:  
SULLIVAN CORRIDOR SPECIFIC PLAN DAILY AND PM PEAK HOUR TRIP  
GENERATION<sup>1</sup>**

<b>Project Component</b>	<b>Daily and PM Trip Generation Rates</b>	<b>Daily and PM Trips</b>
Government Offices:	Daily: 55,600 s.f. x 25 trips/1,000 s.f. PM: 55,600 s.f. x 2.86 trips/1,000 s.f.	= 1,390 = 159 (49, 110)
Commercial Offices:	Daily: 36,000 s.f. x 18 trips/1,000 s.f. PM: 36,000 s.f. x 2.44 trips/1,000 s.f.	= 648 = 88 (15, 73)
Commercial Retail <sup>2</sup> :	Daily: 76,600 s.f. x 78.10 trips/1,000 s.f. PM: 76,600 s.f. x 7.23 trips/1,000 s.f. x 55%	= 5,983 = 305 (153, 152)
Service Commercial:	Daily: 84,400 s.f. x 40.67 trips/1,000 s.f. PM: 84,400 s.f. x 4.93 trips/1,000 s.f. x 55%	= 3,433 = 229 (131, 98)
Hotel:	Daily: 150 rooms x 8.70 trips/room PM: 150 rooms x 0.76 trips/room	= 1,305 = 114 (62, 52)
Events Center <sup>3</sup> :	Daily: 300 seats x 1.66 trips/seat PM: 300 seats x 0.50 trips/seat	= 498 = 150 (0, 150)
Residential Low:	Daily: 103 D.U.'s x 9.55 trips/D.U. PM: 103 D.U.'s x 1.01 trips/D.U.	= 984 = 104 (68, 36)
<b>Total Daily Trips:</b>		<b>14,241</b>
<b>Total PM Trips:</b>		<b>1,149 (478 in, 671 out)</b>

1. Institute of Transportation Engineers (ITE), Trip Generation, 5th Edition, Updated February, 1995, Daily and PM peak hour trip rates for land uses 210, 220, 230, 310, 710, 733, 814, and 820.
2. Pass-By trip reduction rate of 45% consistent with ITE trip research for commercial-retail uses.
3. Events Center trip generation based on maximum expected seating capacity, event scheduling and auto occupancy of 2 persons/vehicle.

✦ Daly City Sullivan Corridor Specific Plan ✦  
Transportation

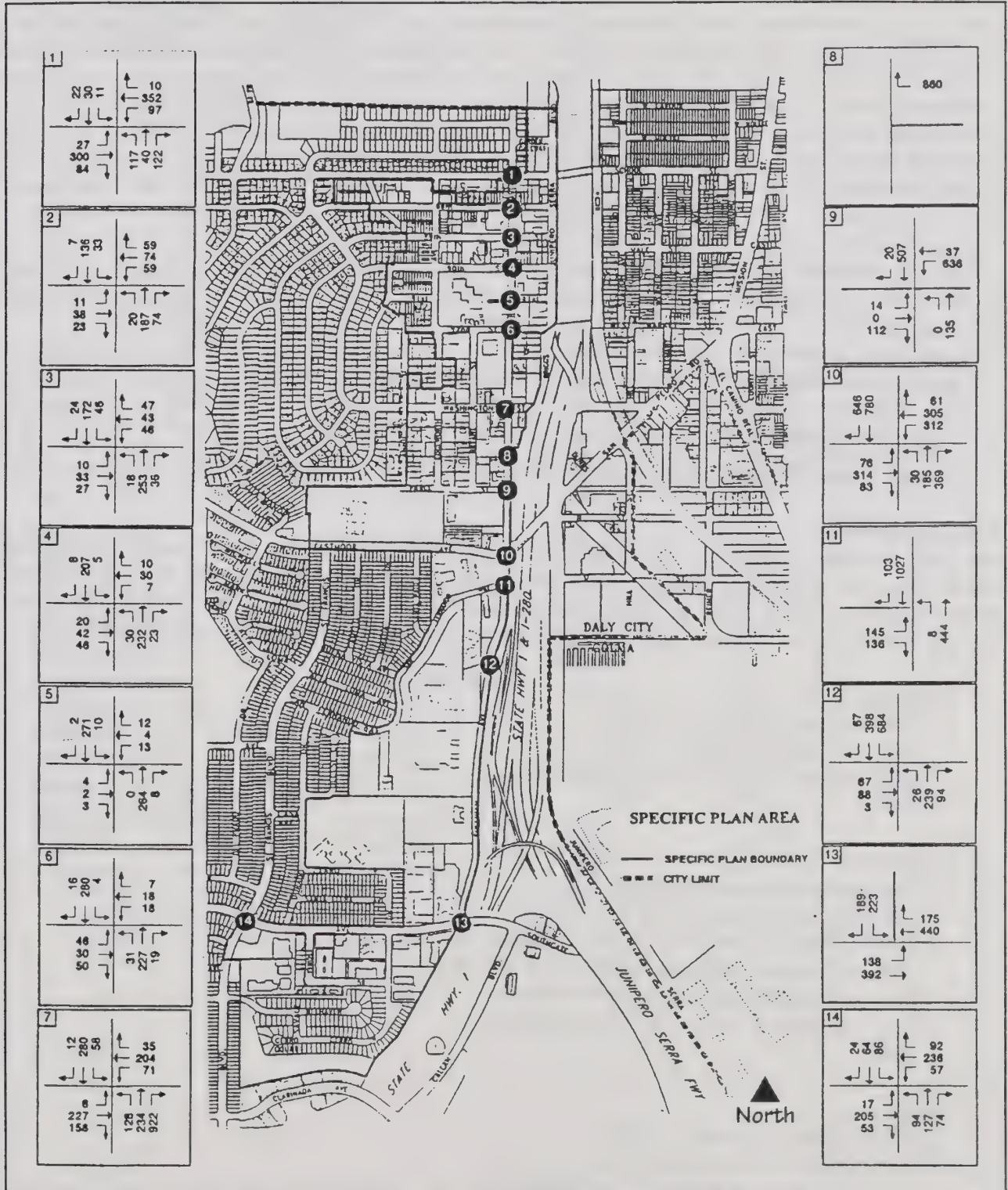


Figure 28: Existing + 2010 Future Base P.M. Peak Hour Intersection Volumes



**TABLE 3**  
**EXISTING + 2010 FUTURE BASE INTERSECTION LEVEL-OF-SERVICE**  
**PM PEAK HOUR<sup>[1]</sup>**

Intersection		Existing PM LOS	Exist + 2010 PM LOS
1.	87th/Sullivan	All-way-stop	C ---
2.	88th/Sullivan	All-Way-Stop	A ---
3.	89th/Sullivan	All-Way-Stop	A ---
4.	90th/Sullivan	All-Way-Stop	A ---
5.	91st/Sullivan	All-Way-Stop	A ---
6.	92nd/Sullivan	Two-Way-Stop	A ---
7.	Washington/Sullivan	Signalized	A 0.57
8.	Eastmoor SB off/Sullivan	Stop-Sign (NB Sullivan)	F ---
9.	Pierce/Sullivan	Stop-Sign (Pierce)	C ---
10.	Eastmoor-S. Pedro/Sullivan	Signalized	A 0.46
11.	San Fernando/Sullivan	Stop-Sign (San Fernando)	F ---
12.	I-280-SR 1 NB On/Sullivan	Signalized	A 0.32
13.	Southgate/Sullivan	Signalized	A 0.36

[1]. Signalized LOS based on a planning methodology with operational capacities (CCTA).

#### **Trip Distribution**

PM peak hour trip distribution for the Sullivan Corridor Specific Plan has been based on residential, commercial, and office distributions found in the *Colma BART Station Area Specific Plan (May 1994)*. Slight adjustments were made to these distributions to account for the specific location of land use components within the Sullivan Corridor Specific Plan Area, and trip generation would be as follows:

##### Residential:

- 80% to/from the north on I-280;
- 10% to/from the south on I-280;
- 10% to/from the south on El Camino Real.
- 100%

##### Commercial:

- 50% to/from the south on I-280;
- 10% to/from the south on El Camino Real;
- 20% to/from the north on I-280 or Junipero Serra;
- 10% to/from the northeast on Hillside or El Camino;
- 5% to/from the west on Eastmoor Avenue;
- 5% to/from the west on Washington Street.
- 100%

##### Office:

- 60% to/from the south on I-280;
- 15% to/from the south on El Camino Real;
- 5% to/from the north on El Camino Real;
- 5% to/from west on Washington/Eastmoor;
- 15% to/from the north on I-280;
- 100%

Based on the above project distributions, PM peak hour trips from the Specific Plan were added to existing plus year 2010 future base intersection volumes and have been shown in Figure 31.

#### **Effects of Specific Plan Area on Year 2010 Future Base Conditions**

With the Specific Plan Area volumes added to future base traffic volumes, study intersections LOS were re-calculated as shown in Table 4. Intersection LOS would change (from future base conditions) at seven intersections. The intersection of Sullivan/89th would change from LOS "A" to "B". The intersections of Sullivan/90th and Sullivan/91st would change from LOS "A" to "C". The intersection of Sullivan/92nd would change from LOS "B" to "C". The signalized intersection of Sullivan/Washington would change from LOS "C" to "D". The newly signalized intersection of Sullivan/Pierce/Eastmoor Southbound Off-ramp would change from LOS "A" to "D". Finally, the intersection of Sullivan/Eastmoor-San Pedro would change from LOS "B" to "C".

The Sullivan/San Fernando intersection would continue to meet signal warrants with added Specific Plan Area traffic volumes.

**TABLE 4**  
**EXISTING + 2010 FUTURE BASE + SPECIFIC PLAN INTERSECTION LEVEL-OF-SERVICE**  
**PM PEAK HOUR<sup>[1]</sup>**

Intersection		Exist + 2010 PM LOS	Exist+2010+Specific Plan PM LOS
1. 87th/Sullivan	All-way-stop	C ---	C ---
2. 88th/Sullivan	All-Way-Stop	A ---	A ---
3. 89th/Sullivan	All-Way-Stop	A ---	B ---
4. 90th/Sullivan	All-Way-Stop	A ---	C ---
5. 91st/Sullivan	All-Way-Stop	A ---	C ---
6. 92nd/Sullivan	Two-Way-Stop	B ---	C ---
7. Washington/Sullivan	Signalized	C 0.73	D 0.86
8. Eastmoor SB off/Sullivan	Free Merge	n.a.	n.a.
9. Pierce/Sullivan	Signalized	A 0.44	D 0.81
10. Eastmoor-S. Pedro/Sullivan	Signalized	B 0.63	C 0.76
11. San Fernando/Sullivan	Stop-Sign (San F.)	F ---	F ---
12. I-280-SR 1 NB on/Sullivan	Signalized	A 0.35	A 0.52
13. Southgate/Sullivan	Signalized	A 0.36	A 0.36

[1]. Signalized LOS based on a planning methodology with operational capacities (CCTA).

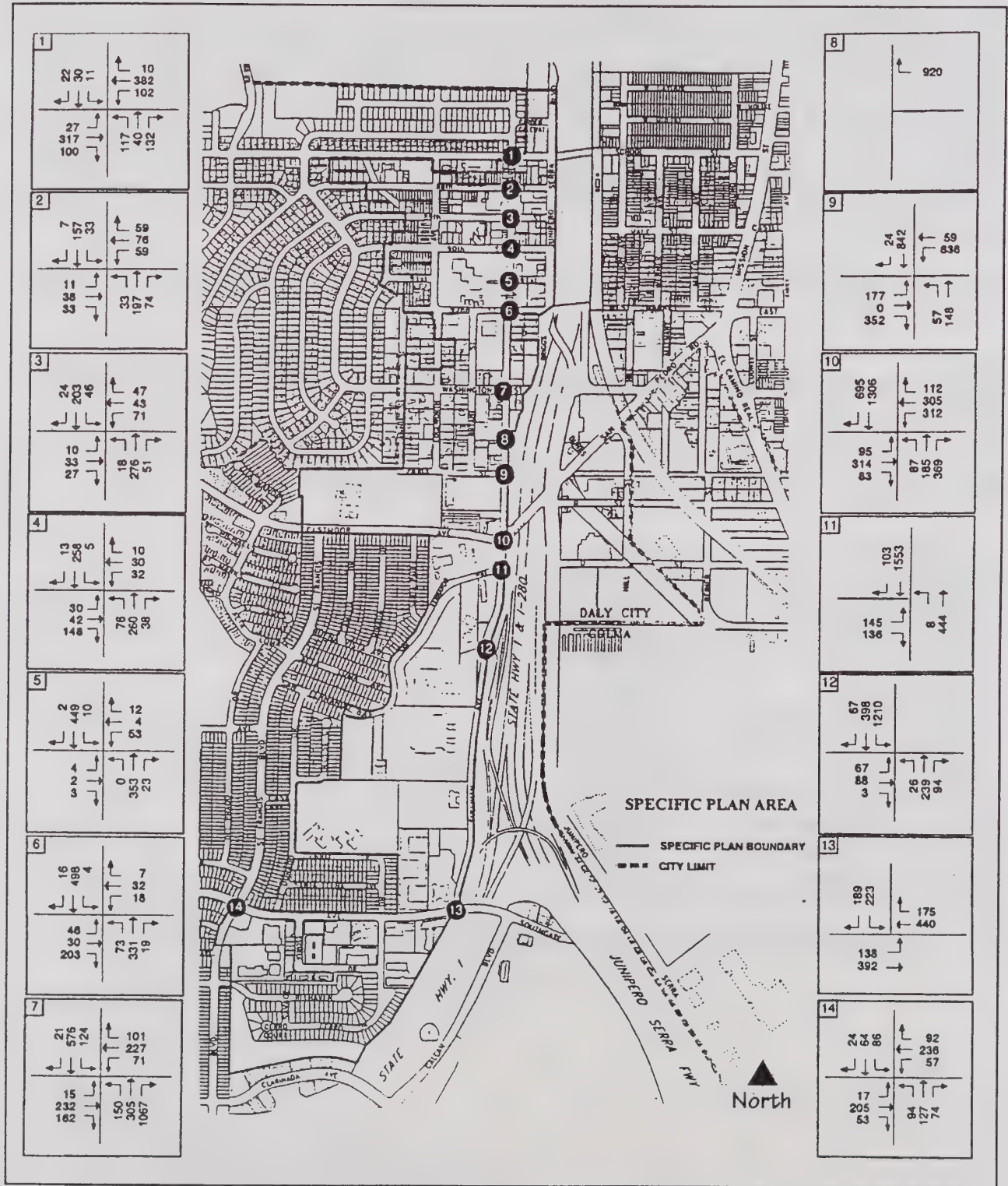


Figure 29: Existing + 2010 Future Base + Specific Plan P.M. Peak Hour Intersection Volumes



### **Street System Improvements**

To address the traffic implications of the Sullivan Corridor Specific Plan, the following street improvements may be required:

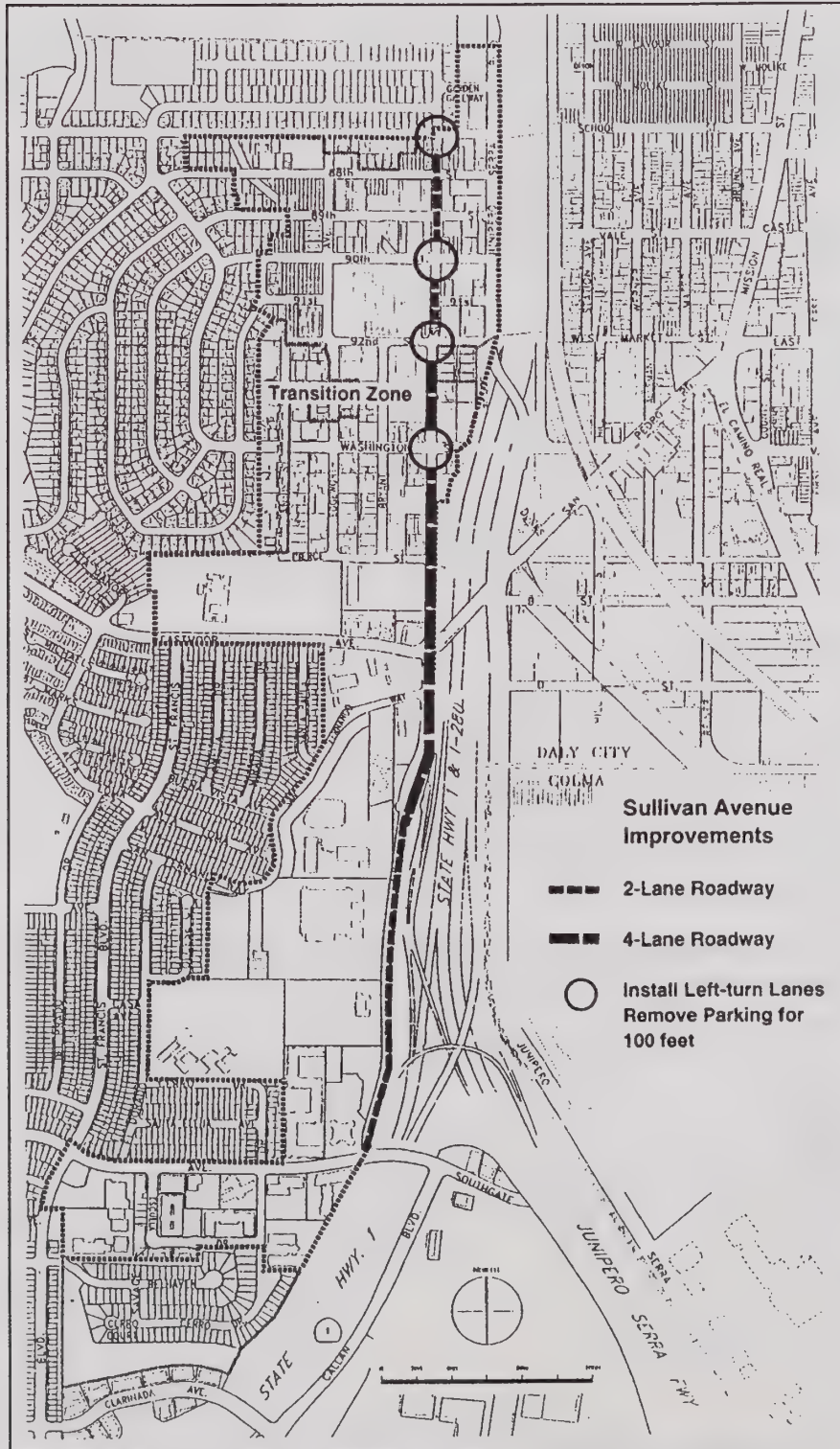
- At the Sullivan/Washington intersection, add a separate northbound right-turn lane from Sullivan Avenue onto Washington Street. With this improvement, intersection LOS would change from LOS "D" (0.86) to "C" (0.72). This improvement appears to be included as an option for the Eastmoor Avenue Off-Ramp Extension Project.
- Add signage as part of the proposed Sullivan Avenue widening between Washington Street and 87th Street at intersections for motorists, pedestrians and bicycles.

In addition to the above improvements, currently planned circulation projects would also address increases in traffic volumes along Sullivan Avenue. As part of the Eastmoor Avenue Off-Ramp Extension Project, Sullivan Avenue would be improved between Pierce Street to north of Washington Street to accommodate four travel lanes and auxiliary turn lanes at the Pierce/Sullivan and Washington/Sullivan intersections (see Figure 30). The widening of Sullivan Avenue to four travel lanes would eliminate on-street parking along those street segments. However, the installation of left turn lanes is not intended to eliminate parking from the northern end of Sullivan Avenue since the left-turn lanes would be fifty feet in length (enough storage for 1 to 2 cars maximum). While the above measures may eliminate some on-street parking near the intersections, there would still be on-street parking along the northern portion of Sullivan Avenue.

North of Washington Street, future base volumes with the Specific Plan traffic would not require the widening of Sullivan Avenue to four travel lanes. It is recommended that Sullivan Avenue transition from four to two travel lanes between Washington Street and 92nd Street and then continue as two lanes up to 87th Street. The reduction of Sullivan Avenue from four to two lanes in the northbound direction should not create vehicle congestion. This is based on approximately 415 vehicles traveling in a northbound direction during the PM peak hour. However, to facilitate optimum vehicle access to the Department of Motor Vehicles to/from Sullivan Avenue, it is recommended that the transition occur north of the DMV driveway (northbound direction) and south of the DMV driveway (southbound direction).

Refer to Figure 30 for widening and intersection improvements for Sullivan Avenue. To accommodate left-turning lanes at specific intersections, parallel parking would be removed within 100 feet at the following locations:

- 87th/Sullivan
- 90th/Sullivan
- 92nd/Sullivan
- Washington/Sullivan



**Figure 30: Sullivan Avenue Improvements**

## **D. TRANSIT**

### **Transit System**

The San Mateo County Transit District (SAMTRANS) provides bus service in the Sullivan Avenue Corridor area. While there are over 15 different SAMTRANS lines that serve Daly City, there are only two main lines that serve the Specific Plan Area. These include SAMTRANS lines 21A and 20J as shown in Figure 33; a brief description of each route is as follows:

**SAMTRANS Route 21A:** This line serves the South San Francisco and Stonestown areas. During the weekday peak periods, headways are every 30 minutes with weekday operation between 6:00 AM and Midnight. During the weekend hours of operation headways are every 30 minutes and operational hours are 9:00 AM to 6:00 PM. In the study area, the route accesses 87th Street, Washington Street, and Sullivan Avenue as it proceeds south towards the Serramonte Shopping Center off Southgate Avenue. Bus stops are located on Washington Street and Sullivan Avenue in the study area.

**SAMTRANS Route 20J:** This line serves the San Bruno, Daly City BART, Mission and Brunswick areas. During the weekday peak periods, headways are every 20 minutes with weekday operation between 6:00 AM and Midnight. During the weekend hours of operation headways are every 60 minutes and operational hours are 9:00 AM to 4:00 PM. In the Specific Plan Area, the route accesses Sullivan Avenue as it proceeds south past 87th Street to Bryant Street. The line continues south to Eastmoor, Alta Loma, San Fernando, St. Francis and Southgate Avenue. Bus stops are located on Eastmoor Avenue, San Fernando Way, St. Francis Boulevard and Southgate Avenue in the study area.

Both of the above lines are operating at or near capacity with the opening of the Colma BART Station according to SAMTRANS planning staff. Currently, average weekday ridership on the 21A line is 2,381 passengers. Average weekday ridership for the 20J line is 3,070. During the peak commute periods, both lines are operating to/from the Colma BART station as they pass through the Sullivan Corridor. SAMTRANS staff believe that the high daily ridership is due mainly to the high amount of youth traffic on these lines (1,244 for the 20J line and 945 for the 21A line). In addition, there are a number of peak hour riders travelling between the BART station and San Francisco State University.

In addition to SAMTRANS, BART provides regional transit. The Colma BART station is located east of the Sullivan Avenue Corridor and access to the station can be gained by traveling east on San Pedro Road and then turning south on Hill Street. Another access route would be San Pedro to Junipero Serra Boulevard to D Street. A pedestrian footbridge available from D Street allows access through the BART parking structure to the BART concourse. Other regional transit connections are available to the San Francisco Municipal Railways (MUNI) via the Daly City BART station.

With expected growth in governmental services and possible Event Center and lodging uses within the Specific Plan Area, the City should coordinate with SAMTRANS and BART or other transit agencies to plan for and implement greater transit use. These efforts could include additional shuttle service to the Colma BART Station or increase bus service/headways in the Sullivan Corridor Area.



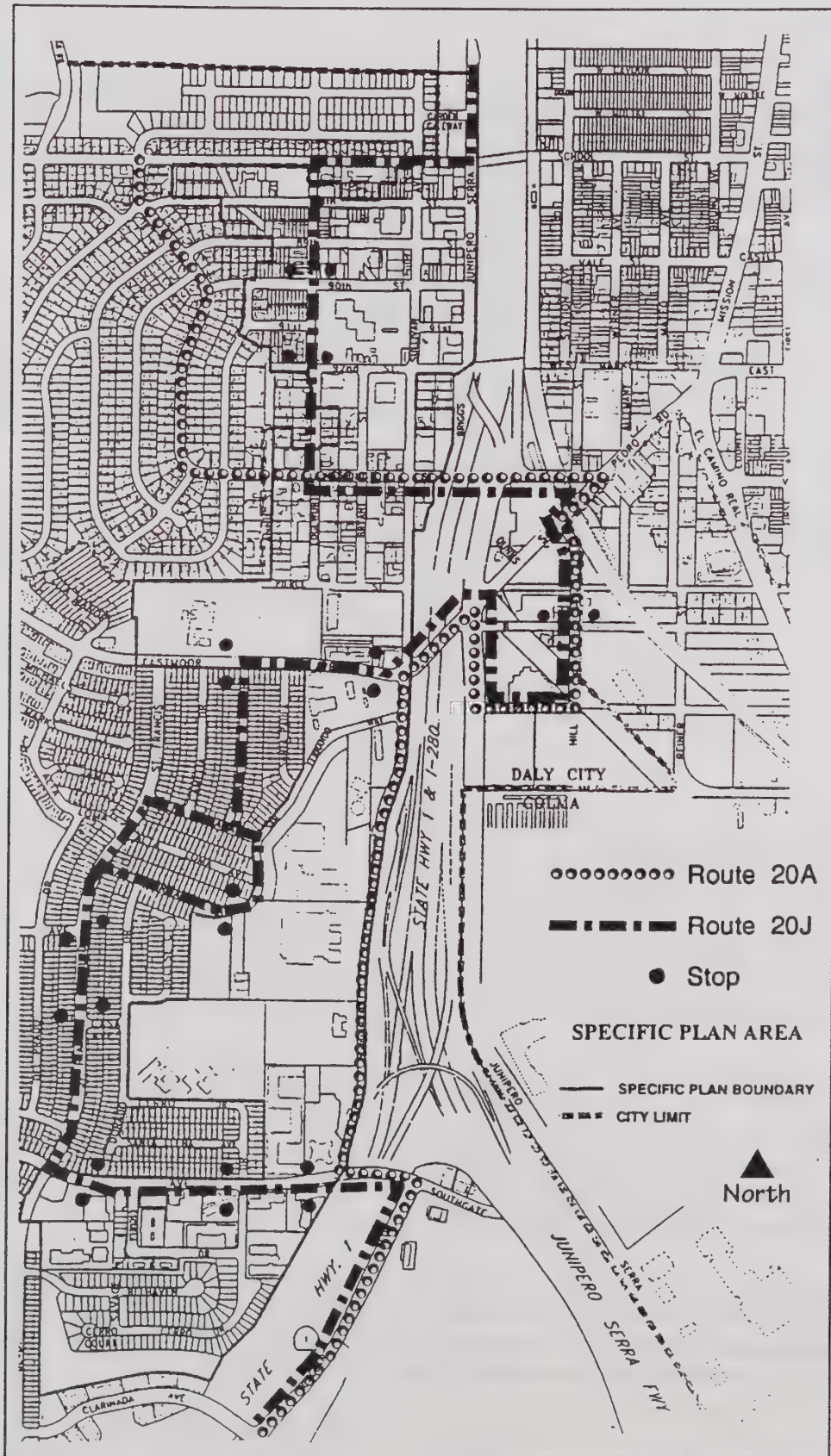


Figure 31: Transit Route Map

E.

## **BICYCLE AND PEDESTRIAN CIRCULATION**

### **Bicycle System**

With planned and recommended street improvements to Sullivan Avenue, bicycle access could also be enhanced. Sullivan Avenue in the Specific Plan Area should be designated at a Class III Bikeway (Bike Route). Since Sullivan Avenue has a narrow right-of-way, there is not sufficient width to provide for separate bike lanes (Class I or II) and required street improvements. Class III facilities are shared with either motor vehicles on the street or pedestrians on the sidewalk, and routes are established by placing Bike Route signs along roadways.

In planned Civic Center improvements, bike access should be improved by establishing bike racks and/or lockers for people wishing to bike to work. Bike routes to/from the Colma BART Station and Sullivan Corridor and could be routed along Washington Street (less grade).

### **Pedestrian System**

Pedestrian circulation is accommodated almost entirely on sidewalks in the Sullivan Corridor Specific Plan Area. Except for the steps from Pierce Street to Brown School, there are no separate public pedestrian paths.

Field observations indicate that pedestrian activity along Sullivan Avenue is relatively light during the AM and PM peak periods. The flow of pedestrian traffic tends to be in a north-south direction along Sullivan Avenue. Starting at 87th Street and traveling south, pedestrian sidewalks are located on both sides of the street to Washington Street. There are no pedestrian crosswalks at any of the intersections located between 87th Street and Washington Street. Pedestrian crosswalks are present at the signalized intersections of Washington, Eastmoor, and Southgate Avenue. Continuing south from Washington Street, a pedestrian sidewalk is located along only the west side of Sullivan Avenue, extending to Southgate Avenue. There is no sidewalk along the east side of the street due to limited right-of-way and the I-280 freeway corridor.

Greater pedestrian activity occurs along Eastmoor Avenue, St. Francis Boulevard, and Southgate Avenue. Primary reasons for this activity include schools, residential areas, and commercial-retail areas along these streets. The Junipero Serra Boulevard commercial area also showed more pedestrian activity during business hours.

The Specific Plan includes policies and guidelines for expanded and enhanced pedestrian circulation in the Civic Center area, widened sidewalks along Sullivan Avenue and an improved access to Brown School. Future street projects should also include pedestrian improvements in the Specific Plan Area.

## **F. PARKING**

### **Existing Parking**

The Sullivan Corridor Specific Plan Area is served by a variety of on-street and off-street parking facilities. The on-street parking available within the Plan Area is described as follows:

- Metered curb (parallel parking) along Sullivan Avenue between 87th Street and 89th Street; Metered parking is also available on specific streets situated either east or west of Sullivan Avenue at the following locations:
  - 87th Street (east of Sullivan Ave.)
  - 88th Street (east of Sullivan Ave. and west of Sullivan Ave.--south side only)
  - 89th Street (east of Sullivan Ave.)
- Free parallel street parking (with the exception of street cleaning hours) is available along Sullivan Avenue between 89th Street and Washington Street. Parallel and/or diagonal parking is also available in the following locations:
  - 87th Street (west of Sullivan Ave.)
  - 88th Street (west of Sullivan Ave.--north side only)
  - 89th Street (west of Sullivan Ave.)
  - 90th Street (east and west of Sullivan Ave.)
  - 91st Street (east of Sullivan Ave.)
  - 92nd Street (east and west of Sullivan Ave.)
  - Washington St. (west of Sullivan Ave.)
  - Pierce St. (west of Sullivan Ave.)
  - Eastmoor Ave. (west of Sullivan Ave.)
  - San Fernando Way (west of Sullivan Ave.)
  - Southgate Ave. (west of Cerro Drive)
  - St. Francis Blvd. (between Southgate Ave. and Eastmoor Ave.)

Parallel on-street parking is prohibited along Sullivan Avenue from Washington Street south to Southgate Avenue.

On-street parking is readily available on Sullivan Avenue between 87th Street and Washington Street during the daytime hours. Residential parking demand tends to limit these spaces during the evening and nighttime hours. 87th Street also experiences park and ride activity west of Sullivan Avenue. In addition, on-street parking demand is relatively heavy along San Fernando Way due to hospital-type uses.

### **Joint parking utilization in the Civic Center Area**

Utilizing only existing surface parking, there would likely be conflicts between the Civic Center uses (governmental and visitor), commercial uses and the planned Events Center activities. While no specific parking demand data is available for government employees, it is very likely that there is a set parking demand on Monday through Friday between 8:00 AM and 5:00 PM. Civic Center uses also require visitor parking. Allowing for both governmental and visitor parking demand, there is currently a limited parking surplus available for special event type uses. However, events would be better scheduled during the late afternoon or evening hours to avoid overlapping demand with the governmental daytime uses.



Future growth and development of both Civic Center and commercial uses as envisioned in the Specific Plan would induce a parking demand that would exceed the available surface parking facilities. It is probable that parking for the Event Center or other special uses could not be accommodated with surface parking only. Joint utilization of parking resources would be the most efficient solution. The Specific Plan suggests that a public parking structure, serving governmental, commercial and Event Center uses, should be considered at the Civic Center to adequately provide parking.

**Joint parking utilization in the Mixed Use Neighborhood south of the Civic Center**

The neighborhood centering on Edgeworth Avenue and Washington Street currently has a mix of residential and commercial uses. Parking demand for residential uses tends to peak during the weekday evenings and weekends whereas commercial parking demand peaks during the weekday daytime hours. Joint utilization of parking between uses currently does occur during the weekday daytime hour where commercial workers and customers park in vacated residential spaces. However, a certain number of street parking spaces should be assigned for residential parking only to allow for some parking demand during the weekday daytime hours.

The Specific Plan changes the land use designation in the neighborhood to Residential Retail and envisions continued mixed-use and commercial growth through conversion of existing residences and some new development. It will be difficult to provide adequate and convenient parking for commercial uses with the existing street parking. Joint parking utilization schemes including development of enhanced on-street parking or off-street public lots should be considered.

## *Section 6* **Infrastructure**

## SECTION 6: INFRASTRUCTURE

### A. BACKGROUND

The infrastructure section addresses public utilities required to serve Specific Plan land uses. Infrastructure includes water service, waste water collection, treatment and disposal, storm drainage collection and disposal, solid waste collection and disposal and electrical and gas power service. Existing infrastructure systems and capacities were evaluated in the previous report *Development Potentials Evaluation*.

In general, Specific Plan land uses are similar to the 1987 General Plan with the nearly the same or less potential development intensity. Current Daly City Water Master Plan, Waste Water Master Plan, other long-range infrastructure plans and the Capital Improvement Program remain valid for most of the Specific Plan land uses. Infrastructure improvements shown in this Section are for changed land uses from General Plan.

### B. INFRASTRUCTURE GOALS AND OBJECTIVES

**Goal 1: Provide necessary public utilities infrastructure required to support future development as represented by land use designations in Specific Plan.**

**Objective 1.1: Improve water service system as required to provide domestic and fire flow for changed land uses. Continue capital improvement planning and development for water supply and distribution system.**

*The Daly City Fire Marshall has determined that additional fire flow will be required in the Sullivan Corridor Specific Plan Area, which will require distribution system improvements.*

**Objective 1.2: Continue capital improvement planning and development for waste water collection system, treatment and disposal system.**

*The waste water system and planned capital improvement projects are adequate to serve the Specific Plan Area.*

**Objective 1.3: Improve storm drainage system to prevent localized flooding in Specific Plan Area. Continue capital improvement planning and development for storm drainage collection system and facilities.**

*With the exception of some minor localized flooding during peak storm conditions, the storm drainage system and planned capital improvement projects are adequate to serve the Specific Plan Area.*

**Objective 1.4: Continue to plan and contract for solid waste collection and disposal as development occurs in the Specific Plan Area.**

**Objective 1.5: Continue to plan and contract for electrical and gas power supply and distribution as development occurs in the Specific Plan Area.**

*P.G.&E. has indicated that power supplies are adequate for Specific Plan land uses and the distribution system will be improved on a project basis.*



## C. INFRASTRUCTURE IMPROVEMENTS

### Water Service Areas

Within the Sullivan Corridor Specific Plan Area, both potable and fire flow water service is split between two agencies, Daly City and California Water Service Company. Refer to Figure 32: Water Service Distribution Area Map. Infrastructure improvement responsibilities are accordingly divided between the two agencies.

### Potable Water Supply and Distribution

The existing and currently planned potable water supply and distribution system, as shown in the 1991 document Daly City Water System Master Plan, is adequate for the Specific Plan land uses in both water service areas.

### Fire Flow Water Requirements

The Daly City Fire Marshall has determined that a 4,000 GPM fire flow will be required for the whole Sullivan Corridor Specific Plan Area. Currently some of the Plan Area only requires 1500 GPM as shown in Figure 33: Daly City Water Master Plan Existing Fire Flow Requirements.

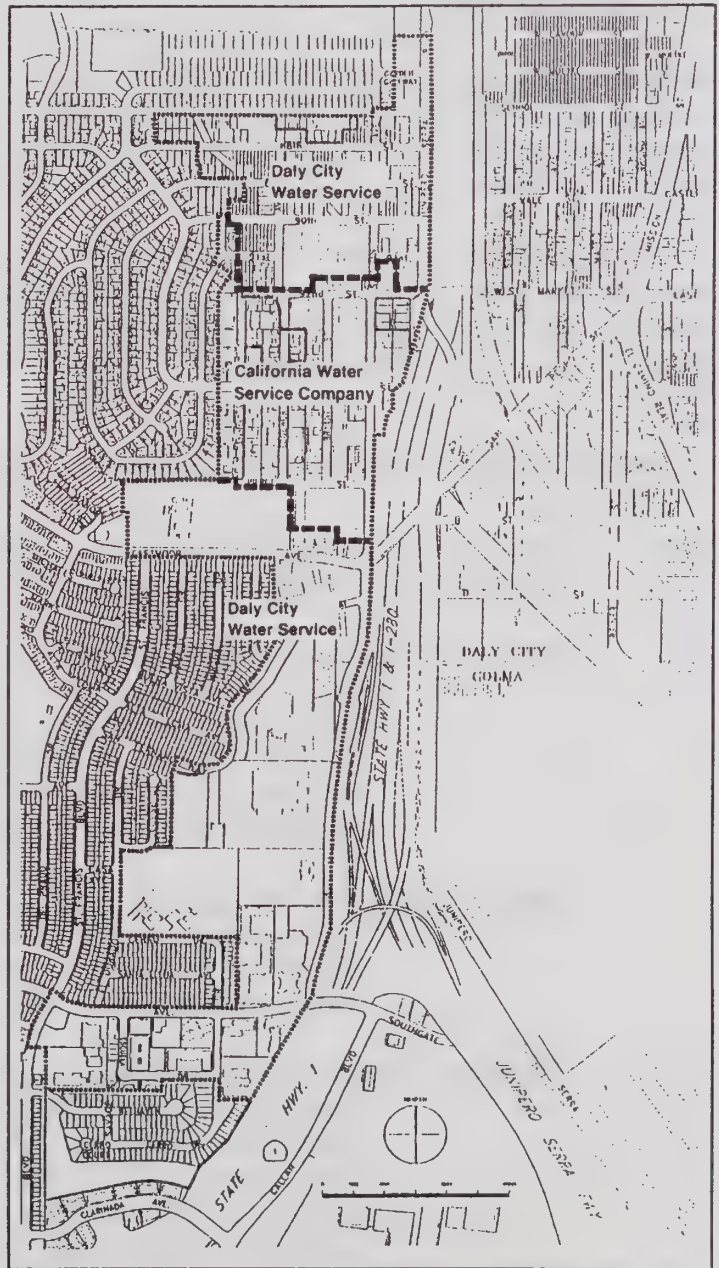


Figure 32: Water Service Distribution Area Map

### California Water Service Improvements

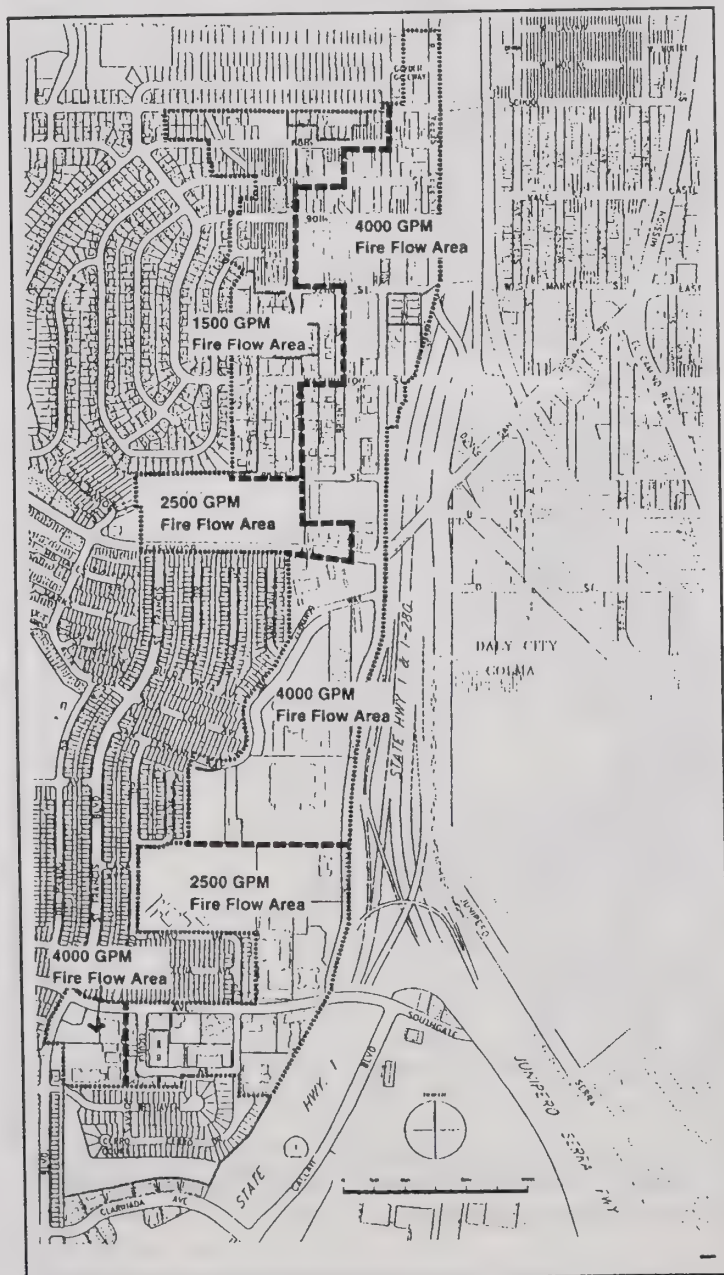
California Water Service Company has reported that the Specific Plan would affect the water distribution system in the Plan Area and that infrastructure improvements would be required. For improvement estimation purposes, Cal Water assumed a fire flow requirement of 2500 GPM in the Specific Plan Area, instead of the 4,000 GPM specified by the Fire Marshall. Although no relocation of existing water mains would be required, 10 new fire hydrants and an approximately 2,500 linear feet of 8 inch main extension would be required in locations as follows:

❖ Daly City Sullivan Corridor Specific Plan ❖  
**Infrastructure**

---

- Pierce Street, Sullivan to Edgeworth: 500 linear feet
- Bryant Street, Washington to 4 inch AC main: 200 linear feet
- Edgeworth Avenue, Washington to 6 inch AC main: 500 linear feet
- Edgeworth Avenue, 91<sup>st</sup> to 92<sup>nd</sup>: 300 linear feet
- Sullivan Avenue, 91<sup>st</sup> to 92<sup>nd</sup>: 300 linear feet
- 92<sup>nd</sup> Street, Annie to Edgeworth: 400 linear feet
- 92<sup>nd</sup> Street, Bryant to Sullivan: 300 linear feet

Cal Water assumes that these water system improvements would be accomplished through main extension agreements on a development project basis.



**Figure 33: Daly City Water Master Plan Existing Fire Flow Requirements**



### Daly City Water Service Improvements

The Sullivan Corridor Specific Plan Area is located in pressure zones 4 and 5/5B according to the Daly City Water Master Plan. There is sufficient storage capacity in the west of I-280 reservoir system, but upgrades in parts of the distribution system are necessary to replace aging pipes and to accommodate fire flow requirements of 4,000 GPM. The following are recently completed and planned water system improvements according to the Water Master Plan. Refer to Figure 34: Daly City Water Master Plan Distribution System Improvements.

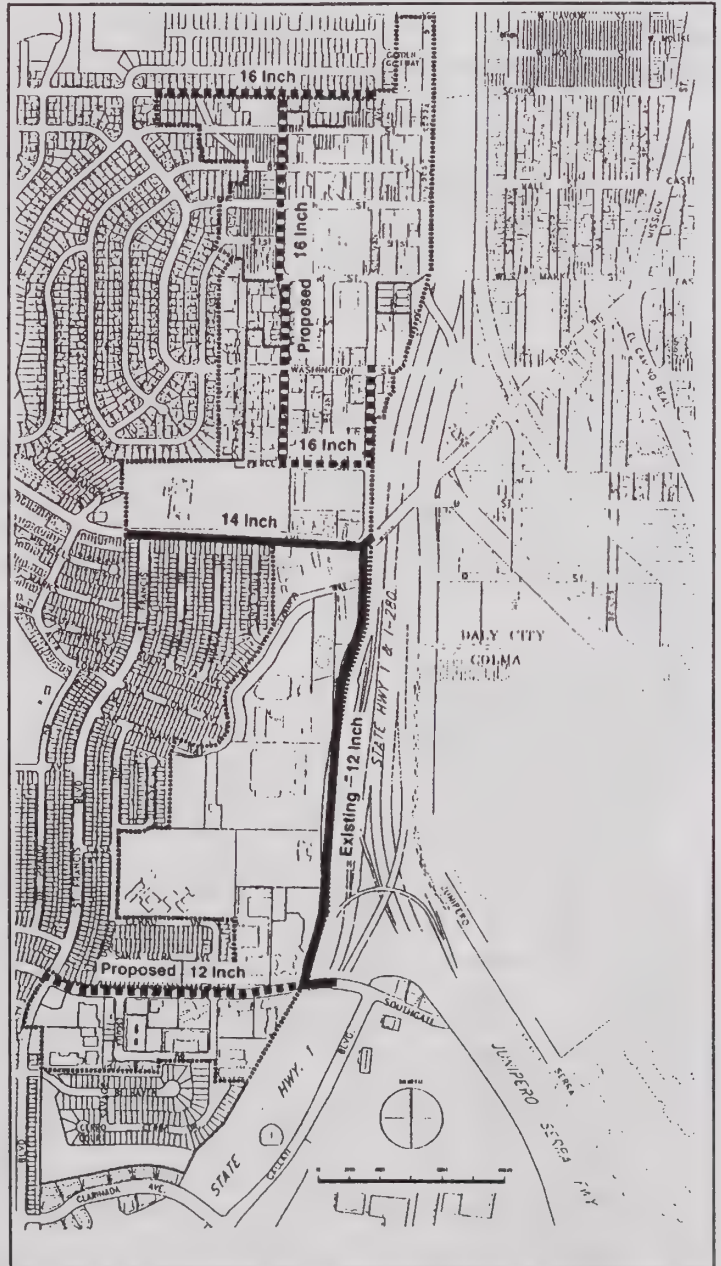
#### Sullivan Corridor, Southern Section: South of Eastmoor Avenue

- Project 'V': 2,550 linear feet of 12 inch main has been completed through Traditions subdivision at Cerro and Southgate Avenue.
- Project 'MM': 3,715 linear feet of 12 inch main will be extended along St. Francis Boulevard south to Belhaven Avenue to connect to Project 'V', high priority.

#### Sullivan Corridor, Northern Section: Eastmoor Avenue and North

- Project 'GG': 240 linear feet of 16 inch main along 87<sup>th</sup> Street and south along Edgeworth Avenue to 88<sup>th</sup> Street, low priority and currently scheduled for installation.
- Project 'HH': 1,050 linear feet of 12 inch main along Edgeworth Avenue from 88<sup>th</sup> Street to 92<sup>nd</sup> Street, priority unknown.
- Project 'II': 2,680 linear feet of 16 inch main beginning at 92<sup>nd</sup> Street, along Edgeworth Avenue, Pierce Street, Sullivan Avenue, Washington Street and Sullivan Avenue, priority unknown.

The Capital Improvement Program for the majority of recommended and recently installed water system pipe and booster pumping station projects is shown in Table 8-4 Daly City Water Capital Improvement Plan.



**Figure 34: Daly City Water Master Plan Distribution System Improvements**

### Wastewater Collection System

The wastewater collection system for the Sullivan Corridor Specific Plan, as shown in the Daly City Wastewater Collection System Master Plan is sufficient with the exception of Project 'I' on Southgate Avenue at Escuela Drive planned for construction in the fiscal year 1998-1999.



✦ Daly City Sullivan Corridor Specific Plan ✦  
Infrastructure

Table 8-4: Daly City Water Capital Improvement Plan

Item	Cost split, percent	Years for implementation	Total cost, thousand dollars	Total cost split	Cost by fiscal year, thousand dollars					
					1991/1992	1992/1993	1993/1994	1994/1995	1995/1996	1996/1997
Water main replacements to meet AWWA criteria	Existing system	95	48,170	45,762	1,525	1,525	1,525	1,525	1,525	1,525
	New development	5		2,408	80	80	80	80	80	80
Major pipe installation	Existing system	50	15,780	7,890	789	789	789	789	789	789
	New development	50		7,890	789	789	789	789	789	789
Reservoirs	Existing system	67	6,000	4,020	0	2,010	2,010	0	0	0
	New development	33		1,980	0	990	990	0	0	0
Booster Pumping Station	Existing system	90	1,610	1,449	290	290	290	290	290	0
	New development	10		161	32	32	32	32	32	0
Wells	Existing system	50	800	400	0	134	133	133	0	0
	New development	50		400	0	134	133	133	0	0
Subtotal Existing system with reservoirs				59,526	2,604	4,748	4,747	2,737	2,604	2,314
Subtotal New development with reservoirs				12,845	901	2,025	2,024	1,034	901	869
Subtotal Existing system without reservoirs				55,506	2,604	2,738	2,737	2,737	2,604	2,314
Subtotal New development without reservoirs				10,865	901	1,035	1,034	1,034	901	869
Totals				72,360	3,505	6,773	6,771	3,771	3,505	3,183

Item	Cost by fiscal year, thousand dollars									Remainder of program
	1997/1998	1998/1999	1999/2000	2000/2001	2001/2002	2002/2003	2003/2004	2004/2005	2005/2006	
Water main replacements to meet AWWA criteria	1,525	1,525	1,525	1,525	1,525	1,525	1,525	1,525	1,525	22,887
	80	80	80	80	80	80	80	80	80	1,208
Major pipe installation	789	789	789	789	0	0	0	0	0	0
	789	789	789	789	0	0	0	0	0	0
Reservoirs	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0
Booster Pumping Station	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0
Wells	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0
Subtotal Existing system with reservoirs	2,314	2,314	2,314	2,314	1,525	1,525	1,525	1,525	1,525	
Subtotal New development with reservoirs	869	869	869	869	80	80	80	80	80	
Subtotal Existing system without reservoirs	2,314	2,314	2,314	2,314	1,525	1,525	1,525	1,525	1,525	
Subtotal New development without reservoirs	869	869	869	869	80	80	80	80	80	
Totals	3,183	3,183	3,183	3,183	1,605	1,605	1,605	1,605	1,605	24,095

### **Storm Drain System**

The only known storm drain deficiency within the Sullivan Corridor Specific Plan area is the intermittent flooding that occurs in the Civic Center parking lot at 90<sup>th</sup> Street. However, there are areas northwest of the corridor which experience frequent flooding. Lower areas of 88<sup>th</sup> Street and 89<sup>th</sup> Street in unincorporated San Mateo County and Daly City experience flooding during periods of intense rainstorms.

The storm drainpipes become surcharged and water spills out of the drain inlets in the low areas. The watershed area for the storm drain system is significantly larger than the Sullivan Corridor area.

San Mateo County has initiated a storm drain study to evaluate the impact of storm water runoff from the Broadmoor Village areas on low-lying areas of 88<sup>th</sup> and 89<sup>th</sup> Street. Daly City is cooperating with the County's study. The City previously completed a study of the area, and identified deficiencies in its storm drain system in the entire watershed and downstream areas (Viste Grande Basin). The City has established a development impact fee for new development to mitigate the impact of individual developments on the storm drain system.

Individual development sites within the Sullivan Corridor Specific Plan area will be required to detain, on-site, a portion of storm water runoff generated on the property to minimize the impact on downstream properties. New development projects in this area will also contribute mitigation fees, a portion of which will be used to correct existing downstream storm drain deficiencies.

## *Section 7* **Implementation**



## SECTION 7: IMPLEMENTATION

### A. BACKGROUND

Successful implementation of the Sullivan Corridor Specific Plan will rely on private investment in the new economic development opportunities aided by installation of new public facilities in the Specific Plan Area. A coordinated effort between the public and private sectors in Daly City will be required. As with other long-range planning efforts, it is expected that implementation of the Specific Plan will take a number of years and that the time table and impetus for implementation will be established by market forces. The following section discusses public sector implementation of the Sullivan Corridor Specific Plan.

Although three small portions of the Specific Plan Area are un-incorporated (San Mateo County), all of the land area is within Daly City's sphere of influence, and implementation will primarily be the responsibility of Daly City. Exceptions to Daly City's responsibility are noted under particular implementation tasks. Overall goals and objectives for implementation of the Specific Plan, along with tasks and corresponding approximate costs and potential funding sources are presented.

### B. IMPLEMENTATION GOALS AND OBJECTIVES

#### Goal 1: Optimize the Economic Development Potential in the Sullivan Corridor Specific Plan Area.

- Objective 1.1:** Utilize City-owned parcels to encourage both governmental and private development in the Civic Center area.



*City-owned parcels in the Sullivan Corridor will be used to satisfy City facility needs, attract desirable other governmental facilities, and encourage compatible private development.*

- Objective 1.2:** Utilize public investments to encourage private development.  
*Public improvements to establish a strong identity for the area will increase its desirability for private development. In addition, because of the lack of larger opportunity sites in the Sullivan Corridor, it may be necessary to assist private development in certain locations, especially with off-street parking and aggregation of smaller parcels.*

- Objective 1.3:** Encourage the assembly and development of smaller properties within the Specific Plan Area.  
*Since the area around the Civic Center originated as a residential area, individual parcels are often narrow and inadequate in site area to accommodate new buildings and their related parking. Assembly of two or more parcels for development, and flexibility in accommodating parking demands would allow increased development intensity and economic activity in the area.*

## C. IMPLEMENTATION TASKS

Tasks are grouped according to Specific Plan Sections: Land Use, Urban Design, Transportation and Infrastructure. Daly City and its administrative departments have the implementation responsibility unless otherwise noted. To help define relative timing for implementation, tasks have been grouped as follows: First Priority include tasks which must precede others or involve public projects now planned for development. Second Priority includes the remaining tasks. Cost estimates are order-of-magnitude based on concept sketches and do not include City administrative costs.

### LAND USE

**Task 1: Rezoning**

Zoning districts in the Sullivan Corridor Specific Plan Area will be rezoned to correspond to the land use designations in the Specific Plan. For the Residential Retail Commercial land use designation, the City will create a new zoning district to fit the mixed-use designation.

*Estimated Cost:*      \$5,000

*Responsibility:*      *Daly City Economic and Community Development Department*

*Timing:*                *First Priority*

*Funding Options:*   *City General Fund*

**Task 2: Annexation Evaluation**

Three areas of the Specific Plan Area are located within the unincorporated area of San Mateo County as shown on Figure 2, page 3. All are physically related to Daly City's Sullivan Corridor Area, and within the City's Sphere of Influence. An evaluation of advantages and disadvantages of incorporation will be carried out, and if appropriate, discussions will be held with property owners in the areas.

*Responsibility:*      *Daly City Economic and Community Development Department*

*Timing:*                *First Priority*

*Funding Options:*   *City General Fund*

**Task 3: Redevelopment Project Area Evaluation Study**

The Edgeworth/Washington Mixed Use Area (Planning Sub-Area 6, Figure 3) contains a number of blighted properties and other blighting influences which may substantially limit the areas's ability to attract development which could eliminate the blight and encourage further improvement of the Civic Center Area and surrounding areas. Because of the blighted conditions, this area may be eligible for designation as a Daly City Redevelopment Project Area. Redevelopment status would allow acquisition and assembly of small lots into more optimally usable parcels and could provide a mechanism to assist in implementing public improvements for the area.

Several steps would be required as outlined below. The process could be terminated at any point at which the City determined that the use of redevelopment is not feasible and/or desirable.

- Preparation of a Feasibility Study  
*This step involves a thorough evaluation of the area to determine if the conditions can meet the legal criteria of the California State Redevelopment Law. If the area appears to qualify for redevelopment project area designation, tax increment revenues would be estimated and the financial feasibility of the undertaking would be evaluated.*
- Designation of a Survey Area.  
*General boundaries of the Redevelopment Project Area would be identified. These may be changed at any time up to adoption.*
- Preparation of a Preliminary Redevelopment Plan.  
*A generalized statement and intent and the boundaries of the Redevelopment Project Area would be adopted and sent to the State Board of Equalization.*
- Establishment of a Citizens Advisory Process.
- Preparation of a Preliminary Report.  
*A formal documentation of blight would be prepared along with a description of anticipate redevelopment activities, budgets and tax increment projections.*
- Preparation of an Environmental Impact Report.  
*A program level EIR would be prepared.*
- Preparation of a Report on the Redevelopment Plan.  
*A update of the information in the Preliminary Report would be carried out and a number of legal requirements addressed including relocation provisions.*
- Conduct of Public Hearings and Adoption of Documents and Plans.  
*Formal approval would be given to Owner Participation Rules, Pass-Through agreements with other taxing agencies, and other relevant documents.*

*Estimated Cost:*      \$10,000 to \$15,000 *Initial Feasibility Study*  
                                 \$75,000 to \$125,000      *Full Process*

*Responsibility:*      *Daly City Redevelopment Agency*

*Timing:*              *First Priority*

*Funding Options:*   *Daly City Redevelopment Agency*



**Task 4: Civic Center Master Plan**

A master plan will be prepared for the City Hall block and greater Civic Center area in order to provide an overall planning framework for public facilities and other improvements, and for potential private developments. The Master Plan will include anticipated public improvements; including the City Hall Annex building, Child Care Center, Civic Center Plaza, Event Center, Sullivan Avenue and Civic Center streetscape, public parking structure and possibly additional government buildings. The need for and/or desirability of future public land acquisitions will be included in the Civic Center Master Plan, along with a funding strategy for public facilities and improvements. .

*Estimated Cost:*     \$50,000

*Responsibility:*     *Daly City Economic and Community Development Department with consultant assistance*

*Timing:*                *First priority*

*Funding Options:*   *City General Fund*

## URBAN DESIGN

**Task 5: Sullivan Avenue Streetscape**

Street trees, wider sidewalks, special street lights with banners, special signage, special paving crosswalks and utility under-grounding will added to Sullivan Avenue between 87<sup>th</sup> Street and Southgate Avenue. Some this work is already scheduled as part of the Sullivan Avenue Widening and I-280/Pierce Street Off Ramp projects. Sullivan Avenue improvements need to be closely coordinated with work in Task 9: Sullivan Corridor Entries.

*Estimated Cost:*     \$1,420,000

*Responsibility:*     *Daly City Public Works Department*

*Timing:*                *First Priority*

*Funding Options:*   *Capital Improvements Program*  
                              *Tax Increments*  
                              *Assessment District*  
                              *Landscape and Lighting District*

**Task 6: Civic Center Plaza Development**

The Plaza is planned to be in the City Hall block at the corner of Sullivan Avenue and 90<sup>th</sup> Street, and the design parameters will be established by the Civic Center Master Plan in Implementation Task 4. Improvements will include trees, lawn and shrubs, special paving walkways and courtyard, special lighting, fountain, small stage, special signage, and furniture. Sullivan Avenue improvements and other City Hall block site work is not included.

*Estimated Cost:     \$920,000*

*Responsibility:     Daly City Public Works Department*

*Timing:             First Priority*

*Funding Options:   Capital Improvements Program  
                            Tax Increments  
                            Park Dedication Fees  
                            Assessment District  
                            Landscape and Lighting District*

**Task 7: City Entry at I-280 Off Ramp**

At the I-280 freeway off-ramp at Pierce Street now scheduled for construction, a City Entry will include special entry and directional signage, landscaping, special intersection and crosswalk paving and a flag and banner display. Select thinning for visual access of existing I-280 screen plantings is also included.

*Estimated Cost:     \$175,000*

*Responsibility:     Daly City Public Works Department*

*Timing:             First Priority*

*Funding Options:   Capital Improvements Program  
                            Tax Increments*

**Task 8: I-280 Off Ramp Signage**

The I-280 freeway exit sign will be changed from “Eastmoor Avenue” to “Daly City Civic Center” or other appropriate wording,

*Estimated Cost:     \$75,000*

*Responsibility:     Daly City Public Works Department*

*Timing:             First Priority*

*Funding Options:   Capital Improvements Program  
                            City General Fund*

**Task 9: Sullivan Corridor Entries**

Along Sullivan Avenue, the intersections of 87<sup>th</sup> Street, Washington Avenue, Eastmoor Avenue and Southgate Avenue will receive special intersection crosswalk paving and special directional signage. This work should be coordinated with the Sullivan Avenue Widening and City Entry projects.

*Estimated Cost:*      \$235,000

*Responsibility:*      *Daly City Public Works Department*

*Timing:*                *Second Priority*

*Funding Options:*   *Capital Improvements Program*  
                              *Tax Increments*  
                              *Assessment District*  
                              *Landscape and Lighting District*

**Task 10: Civic Center Streetscapes**

Streets around the City Hall block in the Civic Center, 90<sup>th</sup> Street, Edgeworth Avenue, and 92<sup>nd</sup> Street will have street trees, special lighting and special directional signage. Work will be coordinated with, and not duplicate, Sullivan Avenue Streetscape and Civic Center Plaza. Design parameters will be set in the Civic Center Master Plan, Task 4.

*Estimated Cost:*      \$85,000

*Responsibility:*      *Daly City Public Works Department*

*Timing:*                *Second Priority*

*Funding Options:*   *Capital Improvements Program*  
                              *Tax Increments*  
                              *Landscape and Lighting District*

**Task 11: Mixed Use Neighborhood Streetscapes**

Street trees and special lighting will be installed on Bryant Street, Edgeworth Avenue, Annie Street, Pierce Street, Washington Avenue and part of 92<sup>nd</sup> Street in the Mixed Use Area.

*Estimated Cost:*      \$225,000

*Responsibility:*      *Daly City Public Works Department*

*Timing:*                *Second Priority*

*Funding Options:*   *Capital Improvements Program*  
                              *Tax Increments*  
                              *Assessment District*  
                              *Landscape and Lighting District*



**Task 12: Mixed Use Neighborhood Parking**

Improvements may include conversion of on-street parallel parking to diagonal on one side each of Bryant Street and Edgeworth Avenue, and development of a 50 car off-street parking lot.

*Estimated Cost:*      \$200,000

*Responsibility:*      *Daly City Public Works Department*

*Timing:*                *Second Priority*

*Funding Options:*    *Capital Improvements Program*  
                                 *Tax Increments*  
                                 *Assessment District*

**Task 13: Brown School Access**

An ADA-accessible ramped path, special pedestrian and security lighting and selective tree trimming for visibility will be developed at the Brown School access from Pierce Street.

*Estimated Cost:*      \$50,000

*Responsibility:*      *Daly City Public Works Department*  
                                 *Jefferson School District*

*Timing:*                *Second Priority*

*Funding Options:*    *Capital Improvements Program*  
                                 *Tax Increments*  
                                 *Jefferson School District*  
                                 *Park Dedication Fees*

**Task 14: I-280 Landscape Edge Treatment**

Along Junipero Serra Boulevard at the edge of the I-280 right-of-way, large distinctive street trees, a flag display and selective trimming of the screening landscaping for views across will be installed.

*Estimated Cost:*      \$75,000

*Responsibility:*      *Daly City Public Works Department*

*Timing:*                *First Priority*

*Funding Options:*    *Capital Improvements Program*  
                                 *Tax Increments*

**Task 15: Event Center Feasibility Study**

A feasibility study which includes needs assessment, program development, building concepts, cost estimates and financing investigations will be required as the next step in developing a community Events Center. Overall site planning parameters for the Event Center will be established in the Civic Center Master Plan, Task 4. Capital costs for an Events Center will depend on program and extent of land acquisition. A rough estimate, however, is in the \$4-6 million range.

*Estimated Cost:*      \$75,000

*Responsibility:*      *Daly City Economic and Community Development Department*

*Timing:*                *Second Priority*

*Funding Options:*    *City General Fund*  
                                 *Tax Increments*

**Task 16: Public Parking Structure Feasibility Study**

A public parking structure will likely be required to achieve the compact, pedestrian-oriented concept for the Civic Center. A feasibility analysis addressing needs, parking concepts, costs and potential funding sources will be required. This study could be included as part of the Civic Center Master Plan. Capital costs for a public parking structure will depend on the type of structure, exterior cladding and detailed engineering studies. A rough estimate, however, is in the order-of-magnitude of \$5 million.

*Estimated Cost:*      \$40,000

*Responsibility:*      *Daly City Public Works Department*

*Timing:*                *First Priority*

*Funding Options:*    *City General Fund*  
                                 *Capital Improvements Program*

**TRANSPORTATION**

**Task 17: Traffic Signals at the Sullivan/San Fernando Intersection**

The intersection of Sullivan Avenue and San Fernando Way is currently operating at LOS "E" during AM peak hour and at LOS "F" during PM peak hour and meets signal warrants. Future Base plus Specific Plan will reduce intersection service to LOS "F" at all peak times. Additional traffic studies for off-peak times may be required and a Capital Improvement Program budget and time table should be established for this task.

*Estimated Cost:*      \$140,000

*Responsibility:*      *Daly City Public Works Department*

*Timing:*                *First Priority*

*Funding Options:*    *Capital Improvements Program*  
                                 *Traffic Impact Fees*

- Task 18: Additional Signage on Sullivan Avenue Between Washington Street and 87<sup>th</sup> Street**  
Although the main street and intersection work for this section of Sullivan Avenue will be accomplished as part of the currently planned widening project, additional signage for Specific Plan street system improvements are not presently included. The task is a high priority since the street improvement project is already scheduled.

*Estimated Cost:*     \$10,000

*Responsibility:*     Daly City Public Works Department

*Timing:*             First Priority

*Funding Options:*   Capital Improvements Program

## INFRASTRUCTURE

- Task 19: Daly City Water System Improvements**  
Water system improvements will be needed to provide fire flow requirements, including replacement and upgrading of aging and undersized mains. Improvements will be made according to the Daly City Water Mater Plan and Capital Improvements Program.

*Estimated Costs:*     See Daly City Water Capital Improvement Program Plan (Table 8-4).

*Responsibility:*     Daly City Public Works Department

*Timing:*             On a Project Basis or According to Capital Improvements Program

*Funding Options:*   Capital Improvements Program  
Developer Agreements

- Task 20: California Water Service Company Improvements**  
Water system improvements will also be needed in the California Water Service Company area to provide fire flow requirements. Note that costs have been estimated for a fire flow rate of 2,500 GPM instead of the Fire Marshall's required 4,000 GPM. Improvements will be made on a project basis.

*Estimated costs:*     \$600,000

*Responsibility:*     California Water Service Company

*Timing:*             On a Project Basis

*Funding Options:*   Developer Agreements



**Task 21: Wastewater Collection System Improvements**

Project 'I' on Southgate Avenue at Escuela Drive will be required for the Specific Plan.

*Estimated Cost:*     *See Daly City Water Capital Improvement Program Plan (Table 8-4).*

*Responsibility:*     *Daly City Public Works Department*

*Timing:*             *See Capital Improvements Program*

*Funding Options:*   *Capital Improvements Program*

✦ Daly City Sullivan Corridor Specific Plan ✦  
Implementation

TASK PRIORITY SUMMARY	
First Priority	Second Priority
Task 1: Rezoning	Task 6: Civic Center Plaza Development
Task 2: Annexation Evaluation	Task 9: Sullivan Corridor Entries
Task 3: Redevelopment Project Area Evaluation Study	Task 10: Civic Center Streetscape
Task 4: Civic Center Master Plan	Task 11: Mixed Use Neighborhood Streetscape
Task 5: Sullivan Avenue Streetscape	Task 12: Mixed Use Neighborhood Parking
Task 7: City Entry at I-280 Off Ramp Urban Design Improvements	Task 13: Brown School Access
Task 8: I-280 Off Ramp Signage	Task 15: Event Center Feasibility Study
Task 14: I-280 Landscape Edge Treatment	Task 19: Daly City Water System
Task 16: Public Parking Structure Feasibility Study	Task 20: California Water System Improvements
Task 17: Traffic Signals at Intersection of Sullivan Avenue/San Fernando Way	Task 21: Wastewater Collection System Improvements
Task 18: Additional Intersection Signage on Sullivan Avenue Between Washington Street and 87 <sup>th</sup> Street	





## APPENDIX A

### Daly City Off-Street Parking Requirements <sup>(1)</sup>

Land Use	Parking Rate
Single Family Home	2/Unit
Duplex	2/Unit or 4/Structure
Multiple Family	1/Studio Unit or 2/Two bedroom or larger
Mobile Home Parks	2/Mobile Home (1 on site; 1 in common area)
Boarding House	1/Rentable Room plus 1/200 s.f. Kitchen or Admin. space
Hotels and Motels	1/Room plus 1/300 s.f. Lobby or Administrative Space
Nursing Homes	1/400 s.f.g.f.a.
Clubs and Lodges	1/6 permanent seats or 1/200 s.f.g.f.a. (No permanent seats)
Banks and Professional Offices	1/300 s.f.g.f.a. for first 20,000 s.f.g.f.a.; 1/200 thereafter
Fast Food Drive-in Restaurants	1/75 s.f.g.f.a.
Other Restaurants	1/125 s.f.g.f.a.
Mortuary	1/300 s.f.g.f.a.
Bowling Alley	2.5/Lane
Service Station	5 Spaces
Service Station with Accessory	2 Spaces plus 1/200 s.f.g.f.a.
Self-Service Station	2 Spaces
New and Used Cars	1/2,000 s.f. of Total Site Area
Auto Repair	1/750 s.f.g.f.a.
Retail and Service Commercial	1/300 s.f.g.f.a. for first 20,000 s.f.g.f.a.; 1/200 thereafter
Bulky Merchandise Retail Stores	1/750 s.f.g.f.a.
Manufacturing/Warehousing	1/1,500 s.f.g.f.a.
Day Care Centers	1/Employee and 1/10 Children

- (1). Daly City Municipal Code Zoning Ordinance, Chapter 17.35 Off-Street Parking and Loading Requirements, Section 17.34.020.

*s.f.g.f.a. = Square Feet of Gross Floor Area*

U.C. BERKELEY LIBRARIES



C101692937

